BUS. & ECON

CHICAGO
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Advertising Age

NEW YORK
330 WEST FORTY-SECOND ST. BR. 9-6432

THE NATIONAL NEWSPAPER OF ADVERTISING

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Vol. 8, No. 20 — May 17, 1937 — 5 Cents a Copy, $1 a Year

BUS. & ECON.
MAY 17 1937
MAY 24 1937

ENOCH PRATT FREE LIBRARY
MAY 17 1937

Rough Proofs

The difference between advertising and publicity is that the advertising man tries for position next reading matter, while the publicity man puts over reading matter that's just next to advertising.

▼ ▼ ▼

Dr. Scholl expects to interest 80,000,000 people in foot comfort devices during his special week. The shoe industry has cooperated beautifully in developing his market.

▼ ▼ ▼

The same fellows who will tell you how to win a million dollars on the races with a 25-cent tip-sheet have now got all the answers in the Old Gold $200,000 prize contest.

▼ ▼ ▼

With so many people devoting their time and energy to figuring out the Old Gold cartoons, Webster's Unabridged has become more popular than "Gone With the Wind."

▼ ▼ ▼

Advertising men have long known that there's no attention-getter like a pretty girl, but it remained for the Advertising Affiliation to feature one on its program.

▼ ▼ ▼

War Admiral finished first in the Kentucky Derby, Billionnaire last. Another significant indication of the current contrast between power and mere money.

▼ ▼ ▼

Col. Bradley promoted Brooklyn as the probable Derby winner, and it didn't even run. Brooklyn is having all it can do making a race of it in the National League.

▼ ▼ ▼

Federal regulation doesn't look so bad at present, with all of those state legislatures putting in their oars. Uncle Sam may be a stern papa, but after all he can administer only one spanking at a time.

▼ ▼ ▼

A sure sign that summer is at hand is the appearance of the first Palm Beach suit advertising and the first flight of Dick Merrill across the Atlantic.

▼ ▼ ▼

Don't let the fact that they are now wrapping new houses in cellophane (lower case) fool you. Builders haven't yet put their business on a cash and carry basis.

▼ ▼ ▼

The reason so many wise men are now deploring the upward spiral of prices is because they know from recent experience what a wonderful toboggan it is likely to make.

▼ ▼ ▼

Bathing-suit advertisers are very inconsistent. They demand maximum coverage from publishers and supply minimum coverage to customers.

▼ ▼ ▼

The Athletics are doing their best to interest some national advertiser in those Philadelphia baseball broadcasts.

COPY CUB.

STANDARD OIL PUTS AMATEURS IN LEAD ROLE

Nunn Describes "Reasons Why" of Testimonials

Chicago, May 14.—Testimony of product users will be one of the strong human appeals in spring and summer advertising of Standard Oil Company of Indiana, it was brought out today as Wesley I. Nunn, advertising manager, outlined a six-part campaign scheduled for 50 newspapers in 13 states, which will promote both product sales and value of dealer service.

"Among comments made by participants in our road tests last year we noticed many which seemed to reflect clearly the genuine views of the men and women who use the product," Mr. Nunn revealed.

"We felt that such testimonials should not be lost, that they would contribute to our current campaign an element of impartial evidence which readers would value as highly as anything we might have to offer."

Contest Also Scheduled

First copy in the multiple campaign was released in 80 inch size to metropolitan dailies, with smaller insertions scheduled for the full list of newspapers. Designed to stimulate sales through service it announced a $10,000 "Service Survey" contest, with a first prize of $1,000 to the motorist writing the best 50 words as to the Standard service he believes most valuable to the motoring public. Another first prize of $1,000 is offered to the dealer who assists him. Three more insertions will promote this contest which closes June 15.

Iso-Vis advertising was released May 11, stressing Standard's new Chlorex and Propane process which takes a part that's "not for sale" out of every three quarts of distilled oil. Photographs will be utilized in this copy which includes four more advertisements in June, July and August, placement of a 24 sheet poster display in July and curb signs for dealers.

Red Crown Leads

The campaign for Red Crown, which is receiving the most space of the six promotions, will break May 18, with full pages in color wherever possible in metropolitan newspapers and in smaller sizes in all dailies and weeklies on the list. In addition to heavy use of the testimonials obtained from participants in road tests last year, the campaign will feature a "Save as You Drive" theme, giving prominence to a headline,

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Window Study Sets Stage for Broad Sale Point Research

OUTLINES CAMPAIGN

Wesley I. Nunn, advertising manager of the Standard Oil Company of Indiana, tells how "amateur" testimonials, gleaned in last year's mileage tests campaign, turned out to be heavy ammunition for a new phase of the company's advertising program.

N. M. Sales Tax Is Applicable to Advertising

Albuquerque, N. M., May 14.—The New Mexico sales tax applies to advertising, as well as any other commodity or service, the state supreme court held this week. *Western Live Stock Magazine* announced today that an appeal would be taken to the Supreme Court of the United States.

Since its passage in 1934, the sales tax has been fought in one court after another. While *Western Live Stock Magazine* was the prosecutor of the battle, many other publications contributed financially.

The Santa Fe district court held recently that a tax on national advertising was a burden on interstate commerce, but this reasoning was upset by the supreme court, which reversed the decision and directed that judgment for Frazier and D. F. Biggs be set aside.

Dealers Fight Roosevelt Ban on Price Bill

Washington, D. C., May 13.—Despite pressure from independent retailers of the country for withdrawal of President's Roosevelt's objections to passage of the Tydings-Miller price maintenance bill to reinforce state fair trade acts, it was indicated today that the President will continue to oppose any strengthening of state powers at the expense of Federal.

The indication was given when Vice-President Garner laid before the Senate without comment a petition from the Colorado legislature urging passage of the national bill as an aid in "enforcing co-operation with the state in provisions of the Colorado Fair Trade Act."

The National Association of Retail Druggists is reported to be endeavoring to enlist the support of many other national trade organizations in bringing pressure to bear both on the President and members of Congress.

Issues at Stake

While President Roosevelt's condemnation of the Tydings-Miller bill was ostensibly based on fear that some manufacturers and distributors might take advantage of the situation "by unduly increasing prices," many observers here believe that strengthening of state powers does not fit into the President's plans. The chief executive is looking askance at the identical laws adopted by four-fifths of the states.

The Tydings-Miller bill would be the keystone binding these state laws into a structure which conceivably could be enlarged from time to time to include advertising control, labor regulation and trade practices of which the price maintenance provisions are but the beginning.

NEW JERSEY LAW IS HELD CONSTITUTIONAL

Jersey City, May 13.—Following the reasoning of the Supreme Court of the United States in upholding the Illinois and California fair trade acts last December the New Jersey Court

(*Continued on Page* 45)

McClintock Report Highlights L.N.A. Convention; Ottman Elected President

(*Pictures on Page* 47)

White Sulphur Springs, W. Va., May 13.—Completion of the window display research of the Advertising Research Foundation, for which Dr. Miller McClintock, its director, reported at yesterday's meeting of the Lithographers National Association, sets the stage, in the opinion of observers attending the convention, for another study having to do with copy and other related features of the use of the medium.

General William Ottman, United States Printing & Lithograph Co., was elected president of the association. Edward H. Wadewitz, Western Lithograph and Printing Co., Racine, Wis., vice-president, Milton P. Thwaite, Dennison & Sons, Long Island City, N. Y., treasurer, and W. Floyd Maxwell, secretary. Maurice Saunders, veteran secretary, was made board chairman.

Dr. McClintock gave a confidential preview of the report to the lithographic industry, in view of the fact that the window display research was financed largely by producers in this field, co-operating with the A. N. A. and the Four A's. His talk was illustrated with slides and diagrams which illustrated some of the methods used in studying the circulation factors in window display advertising.

Results Are Revealed

While window display was considered in the current study as a medium, and without reference to copy problems, it is believed that following publication of the complete report and the findings of the Advertising Research Foundation, there will be sufficient interest in the general subject to justify another study having to do with the correct type of window display material and the kinds of advertising which are most productive in this medium. Such a study may involve the whole subject of point of purchase advertising.

The publication of the study disposes of predictions made in unfriendly quarters that the report would be suppressed for selfish reasons by some of those who were most prominent in promoting the project. Published predictions to this effect were made several months ago, and created a furore among those who were close enough to the work of the Advertising Research Foundation to know that there was no chance of any important information developed in the study being suppressed.

The motives of those who were alleged to be planning the suppression of the report were ascribed to the assumption that release of circulation data and other facts about window display values would lead retailers to put an enhanced value on their window display space, thus hindering national advertisers in obtaining dealer co-operation in the installation of their advertising. However, it was pointed out in rebuttal that chain stores and other large operators in the bigger cities are already entirely familiar with the value of their window space and have dealt with national advertisers accordingly.

A side-light on this situation, in

(*Continued on Page* 45)

Last Minute News Flashes

90 Million Packages Bought By Old Gold Contestants

New York, May 14.—Two million contestants in the $200,000 Old Gold cigarette competition, which ends tomorrow, submitted 90,000,000 wrappers, Lennen & Mitchell, Inc., agency in charge, announced today, boosting P. Lorillard's product distribution to par with the three top brands.

CBS Signs Kentucky Derby for Five Years

New York, May 14.—Columbia Broadcasting System has signed for exclusive broadcasts of the Kentucky Derby for the next five years, in addition to seven other 1937 sports events to be handled on a sustaining basis. The Preakness at Pimlico tomorrow will be carried by NBC, with American Oil Company as sponsor.

Evinrude to Launch Bicycle Production June 15

Milwaukee, May 14.—Ralph Evinrude, president of Outboard, Marine & Mfg. Co., maker of Evinrude and Elto outboard motors, today announced a line of bicycles will be added June 15.

WJBK Appeals from Adverse Baseball Decision

Detroit, May 14.—Following dismissal of its suit to force Western Union to provide it with news of road games of the Detroit Tigers, Station WJBK has filed an appeal with the FCC. Manager James F. Hopkins said the case will be taken to the Supreme Court, if necessary.

Nielsen Hits Purchase Point Display Waste

(*Pictures on Page 47*)

White Sulphur Springs, W. Va., May 13.—Almost criminal waste of display material distributed by national advertisers was vigorously criticized by A. C. Nielsen, head of the Chicago marketing research company, in his address today at the annual convention of the Lithographers National Association.

Tabulations of displays for 57 leading national brands in use by dealers at a given date indicated, Mr. Nielsen said, that the maximum number of stores using a specific display was 12 per cent and 23 brands had display representation in less than 1 per cent of the stores. In one case a manufacturer of a grocery store item produced 250,000 displays, and less than 1 per cent of them were ever used.

Mr. Nielsen said that an appallingly large number of displays, produced and distributed by manufacturers, are never used, and that in many other cases the displays are

(*Continued on Page 44*)

AUTO-GAS PROMOTERS

Ray E. Williams (left) is newly-appointed assistant advertising manager of the Shell Oil Company. Edward E. Rothman, former vice-president, Campbell-Ewald Co., has been named to the same post with MacManus, John & Adams, Inc., Detroit, heading the Pontiac account.

Association Executives Say AP Case Indicates Advertising is Commerce

Chicago, May 13.—Executives of leading associations in the advertising field were almost unanimous today in their agreement with legal authorities quoted in the May 10 issue of ADVERTISING AGE to the effect that the decision of the Supreme Court of the United States in the Associated Press case means that advertising likewise is interstate commerce and therefore is subject to Federal rather than state regulation.

While few desired to go on record in the absence of a specific court decision to this effect, officers of the American Association of Advertising Agencies, Advertising Federation of America, Outdoor Advertising Association of America and others indicated that they concur with the legal reasoning reported by ADVERTISING AGE, that the AP case indicates legal precedent for this conclusion.

Keynote of Decision

Several referred to the key phrase in the Supreme Court decision, quoted in ADVERTISING AGE:

"Interstate communication of a business nature, whatever the means of such communication, is interstate commerce regulable by Congress under the Constitution."

This decision, couched in the simplest of language, was given under authority of Article I, Section 8, of the Constitution of the United States, reading in part as follows:

"The Congress shall have power to regulate commerce with foreign nations, and among the several States. . . ."

While this would seem to exclude the states from undertaking regulation which is explicitly placed with Congress, it has failed to do so, an executive of a newspaper association pointed out.

"Congress not only recognized its duty to regulate interstate commerce," he commented, "but also assumed that advertising falls within the definition of interstate commerce.

Regulated by Congress

"Anyone who doubts that Congress is regulating adverising has merely to consider that the Federal Trade Commission, created by Congress, can move whenever the advertising used by a business concern is unfair to one of its competitors; that radio advertising is forced to abide by ultimatums of the Federal Communications Commission; that publications must conform to regulations of the postoffice; that the Department of Agriculture has jurisdiction over labels; that the Securities and Exchange Commission has issued numerous rules for the guidance of financial advertisers, and so on.

"The most glaring recent illustration of how advertising is being regulated both by state and Federal governments was the case of the St. Louis *Globe-Democrat* whose contest was asserted by some state officials to be a lottery, though the postoffice, whose stringent rules are well known, continued to carry the papers through the mails without complaint.

"This indicates that the government is far more efficient in administering advertising supervision than any state can be, simply because it has had more experience."

Judge Allen E. Frost, counsel for the Outdoor Advertising Association

(*Continued on Page 43*)

MINNIE GIVES UP COLUMN!

THAT gal Minnie from Minneapolis who usually carries on in column one, page two of Advertising Age, gives up her blurb for this issue so these latest facts about the newspaper situation in Minneapolis may be presented simply and straight to the point.

STAR WIDENS MARGIN OF LEADERSHIP!

PUBLISHER'S Statements for the six months ending March 31, 1937, just released, show The Star in top-perch position in Minneapolis with an increased lead over other Minneapolis newspapers.

1. *The Minneapolis Star is delivered into* A THIRD MORE *city homes than the second evening newspaper*
2. *The Star has more city home delivered circulation than the second evening newspaper has total city circulation*
3. *The Star is the largest evening newspaper in the Northwest*

BOX SCORE

City Home Delivered Circulation		Total City Circulation		Total Circulation	
STAR	64,332	STAR	77,790	STAR	130,938
Journal	47,552	Journal	63,423	Journal	127,715
Evening Tribune	31,664	Evening Tribune	42,844	Evening Tribune	70,250
Morning Tribune	25,365	Morning Tribune	35,350	Morning Tribune	76,147

LOOKING FOR FACTS?

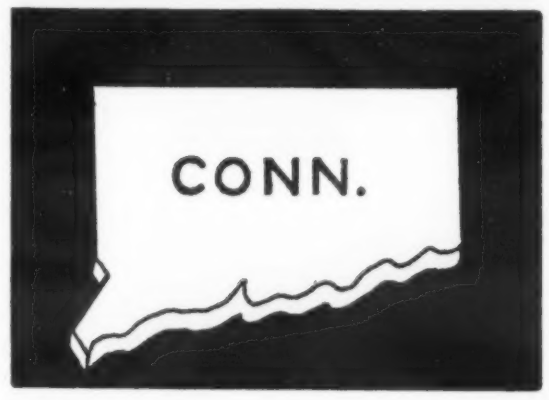
Are you looking for facts or information about the market for your product or service among bakers? Baking is a billion dollar business and a lucrative market for many things from Almonds to Zwieback Toast Machines.

Check data you need, clip to your letterhead and mail to us.

- ☐ "The Bakers' Billion," a market data folder.
- ☐ A sample of "Selling Leads," an every week service.
- ☐ Sample pages from the "Baking Industry Blue Book."
- ☐ Copies of BAKERS' HELPER, issued fortnightly.
- ☐ Audit Bureau of Circulations statement.

BAKERS' HELPER
THE BAKERY PAPER

50th Anniversary Year
330 S. Wells St., Chicago



We Don't Publish in Connecticut

. . . but, out of the four hundred thousand families in this state, over one hundred thousand buy Metropolitan weekly newspapers every Sunday. Here is just a sample of what you get when you buy Metropolitan for concentrated sales in Connecticut.

	Families	Circulation	% Cov.
Bridgeport	35,807	15,748	44.0
Waterbury	23,078	6,457	28.0
Stamford	10,925	7,763	71.1
New Haven	39,554	8,864	22.4
Hartford	40,646	9,933	24.4
New London	7,254	4,623	63.7
Norwalk	9,219	4,951	53.7
Danbury	5,547	4,129	74.4
Bristol	6,548	2,801	42.8
Norwich	5,615	1,841	32.8

etc.

"Res ipse loquitur"*

This map shows each state, drawn in proportion to its retail sales value. The compact black 20 State Area yields 67% of the country's total retail sales. Within this vital area METROPOLITAN concentrates 93% of its 7 to 9 million** circulation.

*"The thing speaks for itself"

**optional

Metropolitan — Gravure / Comics / Color — weekly

Metropolitan Sunday Newspapers, Inc.
New York • Chicago

Baltimore **SUN** • Boston **GLOBE** • Buffalo **TIMES** • Cleveland **PLAIN DEALER**
Chicago **TRIBUNE** • Detroit **NEWS** • New York **NEWS** • Pittsburgh **PRESS**
Philadelphia **INQUIRER** • St. Louis **GLOBE-DEMOCRAT** • Washington **STAR**

Additional or alternate papers
Boston **HERALD** • Buffalo **COURIER-EXPRESS**
Chicago **TIMES** • Detroit **FREE PRESS** • New York **HERALD TRIBUNE** • St. Louis **POST-DISPATCH**
Washington **POST**

THE LARGEST CIRCULATION IN THE WORLD—FROM 7 TO 9 MILLION FAMILIES*

Nameless Debut Keys Interest In Moto-Scoot

Chicago, May 11.—National consumer advertising in magazines and newspapers will be added to promotion efforts of the Moto-Scoot Manufacturing Co., maker of the "scooter" which has been featured, though not named, for the past 30 days in a tie-up with Chesterfield cigarette advertising of Liggett & Myers Tobacco Co., A. M. Siegal, sales promotion manager, announced today.

This promotion, plus business paper copy, said Mr. Siegal, has boosted sales interest to the point where the company now has distribution in 42 states as well as foreign outlets.

Dealer advertising in local newspapers, direct mail and consumer copy in general magazines also are under way.

The tie-up with Chesterfield was arranged through Newell-Emmett Co., Inc., New York, advertising agency for Liggett & Myers. Moto-Scoot has so far handled other advertising from company offices, and inquiries on the Chesterfield copy were referred directly to them.

Selling features stressed in dealer copy include economy of operation. It is claimed that the Moto-Scoot travels 120 miles per gallon of gas.

GET NEW POSTS

John P. Young (left) has been appointed new advertising manager of Armstrong Cork Co., Lancaster, Pa., succeeding Arthur K. Barnes, resigned. His assistant in the new post is Ralph Winslow, who has been connected with the company's advertising department since 1930, after previous affiliations with two agencies.

FTC TOLD SMALL S-B DEALER GETS MORE SERVICE

New York, May 13.—Contributions of Standard Brands, Inc., to the business welfare of small and medium size bakers in the form of merchandising and technical assistance, used by the smaller dealers far more frequently than by the larger, were offered in evidence here this week by Robert W. Griggs, advertising manager, at a Federal Trade Commission hearing on charges arising from alleged violation of the Robinson-Patman act.

A field service staff of 31 yeast experts is constantly in touch with bakers all over the country, he testified, helping retailers to improve their products and to stimulate their sales efforts. Frequently, he said, service men enter a bakery at the request of the owner and work side by side with him in solving problems of manufacture and sale. Each service expert handles about 100 individual cases a year, Mr. Griggs brought out, in addition to many requests for aid that require only a brief visit or an answer by mail.

Stressing the service record enjoyed by Standard Brands, Mr. Griggs told of the physical difficulties often encountered in the distribution of Fleischmann's yeast. He displayed a number of pictures in proof of the fact that deliveries were completed despite floods, earthquakes and other unusual disturbances. In response to questions by James I. Rooney, F. T. C. counsel, Mr. Griggs said that the tie-in advertising and promotion facilities provided by Standard Brands were available to bakers of all sizes but that the greatest use of these sales aids has been by small retail bakers and independent wholesale bakers.

Robert W. Brooks, manager of the Standard Brands research department, gave further details of the field services outlined by Mr. Griggs. He mentioned "trouble shooting," assistance in new bakery layouts and shop modernization and long range sales planning by the development of new products. Typical of the latter, he said, was the "home-like" loaf introduced about two years ago, which has proved a definite business builder for small and medium size bakers.

A request for adjournment of the hearing was entered by Standard Brands attorneys in order to enable them to secure testimony from bakers in several parts of the country.

NEW PACKAGE

One of the oldest McKesson & Robbins products, theatrical cold cream, has been re-packaged in this effective fashion for appeal to the general public.

DO A DOUBLY GOOD JOB OF SELLING BY ADVERTISING TO THE ENTIRE FAMILY

The purchase of so many things is a family matter. Automobiles, refrigerators, furniture, insurance or even a breakfast cereal —all these commodities and countless others involve the buying decisions of both the man and the woman.

In New York, The Sun is such a productive medium for advertisers because it is family-read to a greater extent than any other week-day newspaper. House-to-house surveys in 23 typical suburban towns and a number of better-class sections of the city show that The Sun leads in reaching the wives along with the husbands in this market's responsive families.

At the same time, The Sun sells purely masculine products because it is bought by such large numbers of men (79%) to be read on the way from work and carried into their homes. And there is no more valuable selling force for feminine items because it reaches the women in those important buying homes.

For double effectiveness, for greater economy in developing sales, advertisers can unhesitatingly schedule The Sun for a major role in New York.

The Sun
NEW YORK

Complete Broadcasting Facilities Wired and Transcribed

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, PRESIDENT

NEW YORK
521 Fifth Ave.
MUrray Hill
6-2370

HOLLYWOOD
5833 Fernwood
Avenue
HOllywood 5315

CHICAGO
333 N. Michigan Ave.
STate 0366

Glamor's WHAT GETS THE LADIES

So says Alice Hughes, of the New York American, at the recent ANPA convention.

Glamor's what Oklahoma ladies get. So says Walter M. Harrison, managing editor of the Oklahoman and Times, in answer to Miss Hughes. An outstanding example of Oklahoman and Times glamorous appeal is the work of Anne Waters. Today, as for many years, these two great papers have contented the capricious fashion notions of Oklahoma women with the expert interpretations of its own fashion artist, outstanding in the Southwest. When Hollywood decrees that the gown to be chic must be longer, when Paris introduces Gull Grey, and spring frocks from New York are positively ethereal, Oklahoma women must know about it. And they do know about it — thanks to the seasonal visits of Anne Waters to the fashion centers.

Local merchants are appreciative because her constant readers, in order to be in fashion, move merchandise from the stylish merchant's shelves. The impetus to buy is wisely directed in the many columns of glamorous news prepared for women — by women — in the Oklahoman and Times. The advertisements that accompany these daily pages of interpretative selling receive the benefit of their accumulated value.

Anne Waters

OKLAHOMA PUBLISHING CO.

THE FARMER-STOCKMAN RADIO WKY

MISTLETOE EXPRESS

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

NATIONAL REPRESENTATIVE E. KATZ SPECIAL ADVERTISING AGENCY

Record Budget for Warner's '37 Promotion

New York, May 13.—The largest advertising budget in the history of Warner Bros. Pictures, Inc., and its affiliated companies, will be expended during the coming season, it was announced by S. Charles Einfeld, director of advertising and publicity, at the morning session of the annual Warner sales convention in the Hotel Waldorf-Astoria today.

The bulk of the advertising will run in newspapers but national magazines and posters will also be used. "Years of experience have taught us a major lesson, that the newspaper is still the premier medium," Mr. Einfeld said.

Discussion of the advertising program, originally scheduled, was postponed owing to the departure, because of illness in his immediate family, of H. N. Warner, president. Further plans for the year are expected to be released shortly.

Joins Lord & Thomas

John Jay Messler, formerly advertising manager of the California Chain Stores Association, and for seven years advertising manager of the Union Bank, Los Angeles, has joined the Los Angeles staff of Lord & Thomas.

Gellatly Leaves WOR

William B. Gellatly, sales manager of WOR, Newark, N. J., has resigned. He will sail with his family on June 12 for Bermuda, where he will engage in business.

Agncy for Eaton

Eaton Paper Corporation, Pittsfield, Mass., has appointed Badger & Browning, Boston, to direct advertising of Eaton's social stationery, including Eaton's Highland Linen.

Stevenson in New Post

Kenyon Stevenson, formerly manager battery sales, Goodyear Tire & Rubber Co., Akron, has joined Richardson-Oswald, Inc., Cleveland advertising agency.

AMERICAN OPENS FRUIT-FLAVORED GIN PROMOTION

New York, May 13.—With only one national competitor for its new line, the American Distilling Company, New York, is placing on the market a family of fruit-flavored gins with the support of an extensive advertising campaign which will embrace 250 newspapers by the time it reaches full swing around the middle of next month, it was announced today.

The new products were tested without advertising promotion in states in five regions. Sales were sufficient to warrant marketing the products nationally. The line consists of "dry" blackberry, lemon, lime, mint, orange and sloe. Copy points to the economy and simplicity of using these gins and drinking them straight.

Cartoons will be used different from but tying in with the company's "Professor Jim Cracks" series advertising of old American whisky. For seasonal reasons, the campaign opens in the South this month and moves northward. Hanff-Metzger, Inc., is the agency, with I. J. Rosewald and E. McAvoy account executives.

Ben-Burk First

First in the market with fruit-flavored gins was Ben-Burk, Inc., Boston, which introduced their orange and lemon gins last fall and have since added to their line sloe, lime, mint, raspberry, strawberry, grapefruit, loganberry, wild cherry and pineapple. With the addition of dry, this brings the number to 12.

A summer campaign for these gins will start with space in photographic color in the July issue of *Esquire* and will be followed with insertions in *Collier's* and other national magazines, it was said. This is in addition to an institutional series which will run in *The American Weekly* and newspapers. A large market exists, the company believes, for these fruit-flavored gins which cater to partiality in flavors. They are marketed, as are all of the company's products, under the trade name of "Old Mr. Boston." Badger and Browning, Inc., Boston, is the agency.

"Manufacturers News" In New Quarters

Manufacturers News, published by E. E. Laxman, has moved to larger quarters at the same address, 120 S. LaSalle st., Chicago.

SELLS SEARS SERVICE

Sears
OPEN TILL 9:30 P. M. THURS. AND SAT.
FREE PARKING
TELL IT TO THE JUDGE
Police Dept. WARNING
You are accused of Trying to PARK Downtown
You Won't Have To Do This If You Shop at Sears Retail Stores.
ALWAYS PLENTY FREE PARKING
And No Worry About Tags!

Sears-Roebuck & Co., Boston, used this timely copy in Boston newspapers to call attention to their special parking service when the Boston police department clamped down in a drive on unlawful parking.

★

LOUISVILLE HOME BUILDING GAINS 20%

★

Louisville is enjoying one of the greatest waves of prosperity in its history . . Home construction increased 20.4% over the first quarter of 1936 and general construction permits issued during March gained 53% over the same month a year ago . . Employment is 20% to 30% above last year and bank deposits stand at a new all-time high . . Industrial plants are running on an overtime basis and in many stores retail sales volume is making history . . Increase the sale of your product in this booming market through these effective media. . .

The Courier-Journal
THE LOUISVILLE TIMES
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Edward Petry & Co.
National Representative

WHAS
50,000 Watts
820 Kilocycles

★

Member Station
Columbia Broadcasting System

IN NASHVILLE
WLAC
5,000 WATTS
J. T. WARD
President

Paul H. Raymer Co.,
National Representatives

National Magazine *Number One*

5,979,576 Families

IN THE six months ended March 31st, 1937, The American Weekly again surpassed all previous records, attaining an average weekly circulation of 5,979,576 copies per issue.

This dominant circulation, established for the period by reports of the 17 distributing publications to the Audit Bureau of Circulations, far exceeds that of any other publication in the world and emphasizes the position of The American Weekly as *National Magazine Number One.*

THE AMERICAN WEEKLY
Greatest Circulation in the World
Sunday, May 2, 1937
Beauty and the Beast
Ancient Myths Interpreted by Edmund Duke

An Impressive Audience

Even in a nation callous to big figures, this huge family audience is impressive . . . commanding the interest and respect of alert merchandisers in all branches of trade.

This great army of families . . . containing *one-fourth of the people who read any English publication at all* . . . are *regular* customers of *one* national magazine.

This group of 5,979,576 buyers are *regular* customers of The American Weekly . . . just as hundreds of thousands are regular customers of Macy's or Gimbels in New York, The Emporium or Hale Brothers in San Francisco, Marshall Field in Chicago, or Maison Blanche in New Orleans.

5,979,576 Weekly Customers

And these customers return week after week because they prefer the merchandise or service rendered by store or publication. It is this principle which results in the large volume of business done by outstanding companies in every division of retail trade or consumer service, from restaurants to railroads.

A restaurant succeeds because people like the food it serves. A publication builds patronage when people prefer its editorial menu. On the record, the menu offered by the editor of The American Weekly is first among all publications.

The latest available A. B. C. reports, reflecting in number of patrons the preference of readers, list the circulation figures of the six major weekly publications in the national magazine field, as follows:

The American Weekly	5,979,576
Saturday Evening Post	2,963,430
Collier's	2,522,925
Liberty	2,372,449
Literary Digest	677,323
Time	631,238

(Circulation figures for The American Weekly are for the six months ended March 31st, 1937; for all other magazines the six months ended December 31st, 1936.)

Nearly $600,000 per Week

Each week these regular customers spent $597,957.60 for The American Weekly and the Hearst Sunday newspapers through which this magazine is distributed; $148,171.50 for the Saturday Evening Post, $126,146.25 for Collier's, $118,622.45 for Liberty, $94,687.70 for Time, and $67,732.30 for Literary Digest. These figures are based on single copy newsstand prices for all publications mentioned.

Here is convincing evidence of an irresistible editorial formula... equally appealing to social leaders and stenographers, bankers and bookkeepers. It is this fact that dictates use of The American Weekly by the nation's most successful advertisers.

Where this Magazine goes

The American Weekly is the largest magazine in the world. It is distributed through the 17 great Hearst Sunday newspapers. In 627 of America's 995 towns and cities of 10,000 population and over, The American Weekly concentrates 67% of its circulation.

In each of 174 cities, it reaches better than one out of every two families
In 144 more cities, 40 to 50% of the families
In an additional 134 cities, 30 to 40%
In another 175 cities, 20 to 30%

...and, in addition, more than 2,000,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

Cock-A-Doodle-Doo!

For the three months' period—January 1st to March 31st, 1937—the average net paid circulation of The American Weekly, as reported to the Audit Bureau of Circulations by the 17 Hearst Sunday newspapers through which it is distributed, was 6,097,895, the highest average figure in its history.

THE AMERICAN WEEKLY

Greatest Circulation in the World

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

Branch Offices: Palmolive Bldg., Chicago . . . 5 Winthrop Square, Boston . . . Arcade Bldg., St. Louis . . . Edison Bldg., Los Angeles
Hearst Bldg., San Francisco . . . General Motors Bldg., Detroit . . . Hanna Bldg., Cleveland . . . 101 Marietta St., Atlanta

The SOCIAL REGISTER *of* AMERICAN BUSINESS

A partial list of Important Advertisers in The American Weekly during 1935, 1936 and 1937

American Chicle Co.
American Kitchen Products Co.
American Tobacco Co.
  Half and Half Tobacco
  Lucky Strike Cigarettes
Armour and Company
Armstrong Cork Products Co.
Associated Oil Co.
Babbitt, Inc., B. T.
Bauer & Black
Beech-Nut Packing Co.
Ben-Burk, Inc.
Best Foods, Inc., The
Borden Co., The
Boyle Company, The A. S.
  Plastic Wood
  Three-In-One Oil
Bristol-Myers Co.
  Ingram's Milkweed Cream
  Ipana Tooth Paste
  Mum
  Sal Hepatica
Brown & Williamson Corp.
  Kool Cigarettes
  Raleigh Cigarettes
California Fruit Growers Exch.
California Packing Corp.
California Walnut Growers Ass'n.
Calvert Distillers Corp.
Campana Sales Co.
Casco Products Corp.
Champion Spark Plug Co.
Cheramy, Inc.
Chesebrough Mfg. Co., Cons'd
Chrysler Corporation
  Chrysler
  Dodge Bros.
  Plymouth
Clorox Chemical Co.
Coca-Cola Co.
Colgate-Palmolive-Peet Co.
  Palmolive Soap
  Super Suds
Continental Can Co.
Corn Products Refining Co.
Crosley Radio Corp., The
Davol Rubber Co.
Dennison Mfg. Co.
duPont de Nemours & Co., Inc., E. I.
Fels & Co.
Fitch Co., F. W.
Florida Citrus Commission
Ford Motor Company
Franco-American Food Co.
Frank & Co., S. M.
Frederics, Inc., E.
Frigidaire Corporation
Frostilla Co.
General Electric Co.
General Foods Corp.
  Calumet Baking Powder
  Jell-O
  Maxwell House Coffee
General Mills, Inc.
General Motors Corp.
  Buick
  Chevrolet Motor Co.
  Fisher Body Corp.
  La Salle
  Oldsmobile
  Pontiac
General Tire & Rubber Co.
Gillette Safety Razor Co.
Glass Container Association
Glover Co., Inc., H. Clay
Goodrich Co., The B. F.
Goodyear Tire & Rubber Co., Inc.
Great Atlantic & Pacific Tea Co.
Grocery Store Products, Inc.
Hecker's Products Corp.
Heinz Co., H. J.
Hubinger Co., The
Hudnut, Richard
Hygienic Products Co.
  Hy-Pro
  Sani-Flush
Janvier, Inc., Walter
Jergens Co., Andrew
John Hancock Mutual Life Insurance Co.
Johnson & Johnson
Knox Gelatine Co.
Kotex Company
Kraft-Phenix Cheese Corp.
Lambert Pharmacal Co.
Lamont, Corliss & Company
  Pond's Face Creams
  Pond's Face Powder
Lane Bryant
Larus & Bro. Co.
Leeming & Co., Inc., Thos.
Lehn & Fink Products Corp.
Lever Bros. Co.
Libby, McNeill & Libby
Liggett & Myers Tobacco Co.
Lipton, Inc., Thomas J.
Lorillard Co., Inc., P.
McKee Refrigerator Co.
Metropolitan Life Insurance Co.
Nash-Kelvinator Corporation
  Kelvinator
  Nash
National Biscuit Co.
  Ritz Crackers
  Shredded Wheat
National Carbon Co., Inc.
National Radio Institute
Norge Division, Borg-Warner Corp.
Norwegian Canners Ass'n.
Norwich Pharmacal Co., The
Numismatic Co. of Texas
Old Dutch Cleanser
Packard Motor Car Co.
Park & Tilford
Parker Pen Co., The
Penick & Ford, Ltd., Inc.
Pennzoil Co., The
Pepsodent Co., The
Perfection Stove Co.
Pillsbury Flour Mills Co.
Pineapple Producers Cooperative Ass'n, Ltd.
Pompeian Company, The
Premier-Pabst Corp.
Procter & Gamble Co., The
  Camay
  Drene
  Ivory Soap
  Oxydol
  White Naphtha Soap
Quaker Oats Company, The
  Aunt Jemima
  Quaker Puffed Wheat
Ralston Purina Co.
Resinol Chemical Co.
Reynolds Tobacco Co., R. J.
Royal Lace Paper Works, Inc.
Schenley Products Co.
Schnefel Bros., Inc.
Scholl Mfg. Company
Scott Paper Company
Sealed Power Corporation
Seminole Paper Corp.
Servel, Inc.
Sheaffer Pen Co., W. A.
Simmons Company
Simoniz Co., The
Smith & Corona Typewriters, Inc., L.C.
Socony-Vacuum Oil Co., Inc.
Squibb & Sons, E. R.
Staley Mfg. Co., A. E.
Stanco, Inc.
  Daggett & Ramsdell
  Esso Handy Oil
  Nujol
Standard Brands, Inc.
  Chase & Sanborn's Coffee
  Fleischmann's Yeast
  Tender Leaf Tea
Sterling Products Co.
  Bayer Aspirin
  Phillips Milk of Magnesia
Swift & Company
Tampax Incorporated
Union Oil Co. of California
United States Rubber Co.
Wander Co., The
Warner Bros. Pictures, Inc.
Warren Corp., Northam
  Cutex—Glazo
  Odorono
Watkins Co., The R. L.
Western Clock Co.
Westinghouse Electric & Mfg. Co.
Willard Storage Battery Co.
Young, Inc., W. F.

What $18,000 buys in The American Weekly

A full page in color more than twice the size of any other magazine page in the world . . . . . 5,979,576 families at a cost of about ⅓ cent per family . . . the attention of the entire family instead of a single buying factor.

Free Shoes for Extra Infants, Dealer's Offer

Philadelphia, May 13.—Expectant parents who buy one pair of shoes for baby will be provided a full complement free if a surplus in the form of twins, triplets, or quintuplets arrives at the appointed hour.

This offer in a half-page advertisement in the *Philadelphia Evening Public Ledger* created so much interest that Geuting Shoe Company and its agency, Hancock Payne, are thinking of syndicating the plan.

The copy explained that "this generous offer is made by Geuting's in order that you and your family will become permanent friends of America's master shoe store."

Mr. Payne, said to have conceived the idea during a recent trip to Florida, explained that a study of the records proved that no great risk accompanied the offer. Twins arrive only once in 87 births, triplets once in 872, or 7,569, and quintuplets in 873.

The copy is reported to have caused a tremendous amount of discussion and humorous comment.

GUARANTEES BABY A NEW PAIR OF SHOES

Geuting Shoe Co., Philadelphia, has adapted insurance technique to shoe selling. If the prospective baby turns out to be babies, the extra pairs of shoes necessary are free, as this recent large space copy in Philadelphia newspapers attests.

Name Frank Couch

Frank W. Couch, advertising manager, the *Berkshire Eagle*, Pittsfield, Mass., has taken a year's leave of absence from that position to be executive secretary of the Berkshire Hills Conference.

McLaughlin Appointed

Donald S. McLaughlin, formerly with the *San Francisco Examiner* and the A. C. Hagstrom Art Service, New York, has been appointed art director, Brewer-Weeks Advertising Agency, San Francisco.

AUNT JEMIMA'S RADIO VERDICT IS SET ASIDE

New York, May 10.—Holding that Quaker Oats Company's ownership of the Aunt Jemima trade-mark is absolute, the United States Circuit Court of Appeals today reversed a lower tribunal which had awarded Miss Tess Gardella $115,986 in a suit against General Foods Corporation, Log Cabin Products, Inc., and National Broadcasting Company.

Miss Gardella, vaudeville and radio actress, has appeared before the public for 17 years in the role of Aunt Jemima. When Log Cabin Products, Inc., was planning a radio program featuring the well known character of Quaker Oats Company by the latter's permission, it opened negotiations with Miss Gardella to play the radio role.

Substitute Was Employed

The two were unable to agree on remuneration and the General Foods subsidiary eventually employed another radio artist to impersonate Aunt Jemima. This actress was an "inferior" singer, according to Miss Gardella, who claimed special ownership of "Aunt Jemima" in the amusement field. Hence she asserted that her rights had been invaded and her professional reputation damaged.

The lower court upheld this viewpoint, creating interest and some consternation in advertising circles, though parallel cases are not likely to occur. The testimony developed the fact that the Quaker Oats Company's registration of the trade-mark dates back to 1890.

It was reported that prior to the first trial, the advertiser made an offer of a liberal out-of-court settlement to the actress. On advice of her attorneys, she refused this settlement, regarding the offer as an admission of weakness auguring certain victory.

In throwing out the $115,968 award, Court of Appeals differentiated between "the Aunt Jemima of theatrical renown and the Aunt Jemima of the advertising broadcasts," emphasizing the fact that the plaintiff's case must, in part, rest on the contention that there was a confusion of these two characters in the public mind.

"It must be remembered," the decision said, "that the right to the name Aunt Jemima existed concurrently in the two parties, each with its privileges in distinct spheres. The right of the Quaker Oats Co. was the older and took origin in registered trade marks. It was kept alive and brought constantly to the notice of the public by use both in designation of the product and in advertisements."

Many Aunt Jemimas

The decision further brought out the fact that "throughout the years of advertising the pancake flour, the use of the fictitious character has been constant. There is proof that on numerous occasions colored women were engaged to portray Aunt Jemima; costumes were kept on hand which were furnished for amateur theatricals; in 1929 a colored performer was engaged for an extensive series of radio broadcasts put on by the Quaker Oats Co. She assumed the fictitious role of Aunt Jemima and sang on those programs. These facts considered in the light of what has been said above, sufficiently indicate that the fictitious character, associated with the extensive advertising of a famous product, was thoroughly familiar to the public mind."

The court concluded that even if some degree of imitation were involved in the General Foods portrayal of the radio Aunt Jemima, "it does not follow that deception was established. Imitation and deception may frequently be handmaids; not necessarily so under the singular facts here. The appellee Aunt Jemima (Miss Gardella) and the pancake Aunt Jemima had numerous features in common. Appellee in adopting the character of a singing colored woman with the name Aunt Jemima rendered inevitable some degree of similarity. It must be assumed that the public was accustomed to and was cognizant of the common features. That identification sufficed which clarified and emphasized the fictitious character of the 'pancake' Aunt Jemima. An examination of the broadcast script reveals that whenever Aunt Jemima was referred to or introduced it was always in the form of advertising pancake and syrup. Aunt Jemima was predominantly the 'pancake' Aunt Jemima."

Intra-Store "Bank" Advertising Tested

New York, May 10.—Direct-by-mail and small-space advertising in newspapers were launched today in a test campaign to promote the Morris Plan Bank branch recently opened by arrangement with the store on the ninth floor of R. H. Macy & Company.

The new campaign is in addition to its regular large-space use of newspapers. Gotham Advertising Co. is the agency in charge.

Pendleton Mills Concentrate On Woolen Shirts

Portland, Oreg., May 13.—Pendleton Woolen Mills, which began making Indian blankets 72 years ago, will devote its 1937-38 advertising program solely to Pendleton wool shirts, with the appropriation approximately three times as great as last year's, C. P. Bishop, president, announced today.

Esquire, Life and *The New Yorker* will be used to reach the general public during the campaign, which goes into the general circulation magazines this year for the first time. They will be used for four advertisements each starting in September.

The campaign started this month in *Field and Stream, Outdoor Life* and *Sports Afield*. Each will carry six Pendleton advertisements, two in the spring and four in the fall and winter. Success of the Pendleton shirt campaign last winter in the sports magazines was responsible for the decision to branch out this year, according to Gerber & Crossley, Inc., Portland advertising agency in charge.

It is the belief of advertiser and agency that the outdoor shirt is developing into a mass item. The firm has mills in Pendleton, Oreg., Washougal, Wash., and Eureka, Calif. Sales offices and garment factory are in Portland.

87%
engage in sports

AND THEY LIKE THEIR SPORTS

Eighty-seven per cent of Popular Mechanics' readers engage in sports. Among the twelve leading sports in which they engage, eleven are outdoor sports—requiring special equipment—sports clothes, shoes, guns, fishing tackle, canoes, golf balls, clubs and accessories, camping outfits, etc. • Popular Mechanics' readers constitute an exclusively Man Market of over half a million subscribers and news stand buyers before whom you can display goods at less than a dollar and a half per page per thousand. • How else can you reach a prospect with a page advertisement for one-sixth of a cent?

CHICAGO
200 East Ontario Street
Telephone Superior 0468

NEW YORK
Empire State Building
Phone Pennsylvania 6-6775

DETROIT
General Motors Building
Telephone Madison 8711

COLUMBUS, OHIO
722 Linwood Avenue
Telephone Evergreen 4391

POPULAR MECHANICS Magazine

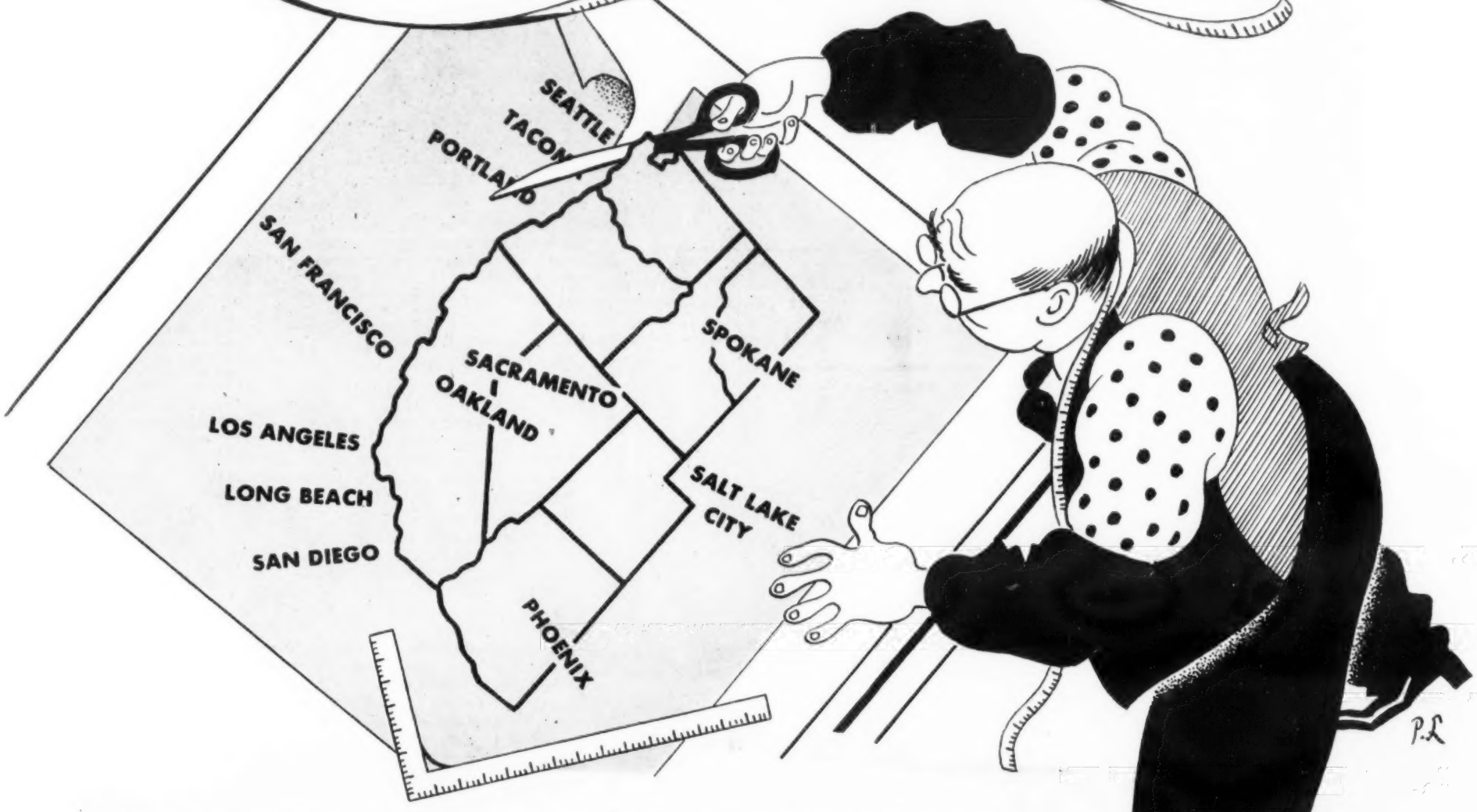
RUSH

The big parade is about to begin down here in Middle and South Georgia — peaches — melons—tobacco—cotton pecans. A steady in-flow of cash all the rest of the year. Moral — increase your space, step up your schedules in

MACON
GEORGIA
TELEGRAPH
and NEWS

Representatives
THE BRANHAM COMPANY

A TAILOR-MADE market



TWELVE EDITORS in the West's twelve leading cities fit the editorial contents of Associated Weekly to the interests of better-able-to-buy families in each individual market. Its circulation, although the largest in its territory, is not *mass* circulation. Truly, it reaches a market tailor-made for the national advertiser.

Localized in its editorial appeal yet territorial in its coverage, Associated Weekly reaches 47% of the western families with a minimum of waste from the advertiser's viewpoint. That is because the contents of its twelve localized units attract the families with money to spend, with homes of their own, with children . . . in other words, the families which actually do buy the great bulk of advertised products.

Get your message before the rich western market in the West's favorite Sunday Magazine . . . Associated Weekly, with a circulation of 1,281,077. Send or ask our representative for our study "Western Markets."

Associated Weekly

MAGAZINE AND COMIC SECTIONS ESTABLISHED IN 1927

OFFICES: NEW YORK · CHICAGO · CLEVELAND · SAN FRANCISCO · LOS ANGELES

ASSOCIATED WEEKLY IS THE ALL-INCLUSIVE NAME FOR THE MAGAZINE AND COMIC SECTIONS OF THESE 12 LEADING SUNDAY NEWSPAPERS

SAN FRANCISCO CHRONICLE · OAKLAND TRIBUNE · SACRAMENTO UNION · LOS ANGELES TIMES · LONG BEACH PRESS-TELEGRAM · SAN DIEGO UNION
PHOENIX, ARIZONA REPUBLIC · PORTLAND OREGONIAN · TACOMA LEDGER · SEATTLE TIMES · SPOKANE SPOKESMAN-REVIEW · SALT LAKE TRIBUNE

Japanese Agent Urges ABC for That Country

Tokyo, Japan, May 5.—Though lagging behind younger countries, newspaper advertising in Japan has doubled in volume during the last 10 years, and is constantly acquiring new momentum, Shinzo Mitsunaga, executive director of Nippon Dempo Advertising Agency, largest and oldest in Japan, said in a radio address over Station JOAK last week.

Mr. Mitsunaga estimated the 1936 volume of newspaper advertising in Japan at $35,000,000. Twenty-four of the largest papers, he said, carried 128,000,000 lines, compared with 66,000,000 lines published by the same papers in 1926.

If Japan boasted an organization similar to the Audit Bureau of Circulations, he asserted, the future of newspaper advertising would be secure. He added that it is only a question of time until Japanese advertisers, like those of the United States, insist on knowing exactly what they are getting for their money.

Outside of an audit bureau, the most likely source of additional lineage for newspapers lies in teaching advertisers to employ larger space, Mr. Mitsunaga said. Full pages in newspapers, almost unknown at present, would probably pay out because of sheer novelty at present.

Two to Rose-Martin

Rose-Martin, Inc., has been appointed to place advertising for John Ritzenthaler, New York, maker of cleaning cloths and household aids, and for Howard & Co., New York, dealers in Old English silver. C. Vredenburgh is account executive for both. Women's magazines will be used for Ritzenthaler, newspapers for Howard.

Police Gazette Sues

Charging copyright piracy because a scene in the motion picture, "Klondike Annie" showed Mae West with a copy of the publication, *Police Gazette* recently filed suit in the Federal Court of New York against Paramount Productions, Inc., demanding an accounting of the film's profits, an injunction and impounding of the film.

Woltering Promoted

A. J. Woltering, formerly sales manager, The Trailer Co. of America, Cincinnati, has been appointed executive vice-president. C. H. Kinney, previously with the Walker Vehicle Co., Chicago, will take charge of sales.

2,151 STUDENTS TELL BENEFITS OF ADVERTISING

"Advertising Age" to Award $1,000 to Winners

Chicago, May 13.—A total of 2,151 high school and college students from the District of Columbia and every state in the union with the single exception of Delaware, submitted essays on "How Advertising Benefits the Consumer" in the second annual ADVERTISING AGE essay contest.

This compares with 1,377 essays submitted in the first contest held last year—an increase of more than 56 per cent in the number of entries. Of the essays submitted this year, 1,422 were from high school students, and 729 from college students.

The largest total of entries, 267, came from the state of New York. Of these 236 were high school entries, giving this state the highest total in this classification also. The largest number of college essays came from Pennsylvania, which accounted for 85.

Tie-Ups Helpful

Splendid work in furthering the essay contest through publicity and local tie-up contests was performed by scores of newspapers and radio stations, outstanding examples being the local tie-ups fostered by the *Nassau Review-Star*, Rockville Center, L. I., the Council Bluffs, Ia., *Nonpareil*, the Winnemacca, Nev., *Humboldt Star*, the Hickory, N. C., *Record*, and the dailies of the universities of Minnesota aand Oklahoma.

Judging the essays, which total more than 2,000,000 words, has already been begun, and the 26 winners—13 in each of the high school and college classifications—will be selected in ample time for the first place winners in each division to travel to New York as the guests of ADVERTISING AGE, where they will receive their prizes at the opening general session of the Advertising Federation of America convention.

In addition to the trips to New York, ADVERTISING AGE will award winners a total of $1,000 in cash prizes, equally divided among college and high school groups. First prize will be $250 in each group, second prize $100, and third prize $50. Ten essayists in each group will receive honorable mentions of $10 each.

Many Others Written

Judges who will select the winning essays are Dr. Herbert W. Hess, professor of marketing, Wharton School of Finance and Commerce, University of Pennsylvania; Mrs. Roberta Campbell Lawson, president, General Federation of Women's Clubs; Thomas Robb, manager, sales promotion division, National Retail Dry Goods Association; and G. D. Crain, Jr., publisher, ADVERTISING AGE.

The total of 2,151 essays submitted, while in itself far in excess of expectations, represents only a fraction of the number of essays which were written by high school and college students, many of them as assigned subjects in classes in English, composition, economics, journalism, etc. In many instances, instructors sent in only the two or three best essays written by their students, and this was true also of at least one tie-up contest.

Value of Contest Shown

Even a casual glance through the essays submitted serves to indicate the need for and value of a project of this nature, designed to induce more intelligent thought about advertising in student circles. Almost without exception the writers indicate their familiarity with the numerous books which paint advertising as the special bogeyman of the consumer, and at the same time their previous lack of contact with any source which gives an unbiased or favorable conception of the function and uses of advertising.

NEWSPAPER CARTOON PROMOTES CONTEST

The Subject Before the House

This three-column cartoon appeared in the "Nassau Review-Star," promoting the Advertising Age essay contest. The Long Island paper offered $100 to local winners in a tie-up contest.

"Companion," "Meat" Stage Joint Survey

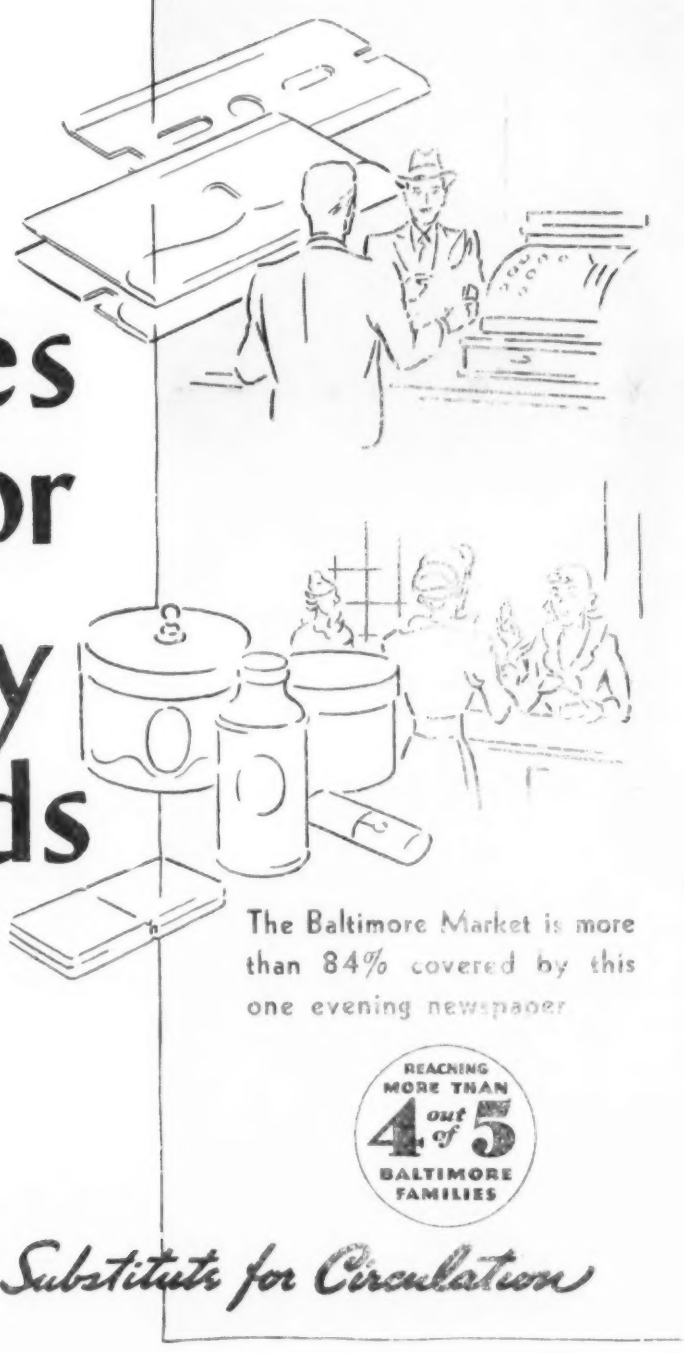
A joint survey by *Meat* and the *Woman's Home Companion* concerning canned meat sales resulted in a majority of the 11,000 retail store executives queried stating that dealers were favorable to canned meats but believed that consumer protection was necessary to develop the market.

Opinions were divided, however, as to the net value of the educational advertising campaign demanded.

Novelties Sold Direct

More than 81 per cent of the 1935 sales of the sign and advertising novelties industry were made directly to industrial and other large users, the Bureau of Census reports in an analysis of distribution channels of various industries. Total business in this field for 1935 was $67,688,000.

Razor Blades or Beauty Aids



The Baltimore Market is more than 84% covered by this one evening newspaper

REACHING MORE THAN 4 out of 5 BALTIMORE FAMILIES

There is No Substitute for Circulation

BALTIMORE NEWS POST and Sunday American

Average net paid circulation of the Sunday American for six months ending March 31, 1937—232,305: the largest in all the South

National Representatives: Hearst International Advertising Service, Rodney E. Boone, *General Manager*

ACE

Open Road for Boys scores a clean ace in the tennis articles running in the June and July issues. They are written by one of the best teachers in the game—Ralph E. Chambers, Professional at Longwood and Tennis Coach at West Point.

Boys who take their tennis seriously (and that's close to 100 per cent of all who swing a racket) are not missing these articles which show by word and photography how the champions stroke the ball and play the game.

For that matter the 750,000 boys who read O. R. F. B.* don't miss much of *anything* that is published in this live magazine. Its cover-to-cover interest makes it a great buy for every reader—and every advertiser.

*300,000 A. B. C.

750,000 Survey-checked Readers

Open Road for Boys

729 Boylston Street, Boston

122 E. 42nd St. New York — 307 N. Michigan Ave. Chicago

155 Montgomery St. San Francisco — 318 W. 9th Street Los Angeles

★ ★ ★ at LOW COST ★ ★ ★

The August issue of Pictorial Review-Delineator presents another opportunity to wring greater value out of your advertising dollar.

With a $7,200 page rate based upon a 2,250,000 guarantee, the net paid circulation of current issues is exceeding 3,000,000—*a bonus of three-quarters of a million copies.*

Soaring newsstand sales add to the significance of this outstanding value. The May issue hit a new high of 560,000 copies—a gain of nearly 100% over a year ago.

Buy now—*at the lowest cost in the field* of women's ten-cent service magazines. Weigh the opinion of leading advertisers as demonstrated by an 85% lineage gain in July. Forms for August close May 25th.

Pictorial Review
★ *Combined with* Delineator ★

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Trade Mark Registered U. S. Patent Office

ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

Publication Office, 100 E. Ohio St., Chicago.....Tel. Del. 1337

New York Office, 330 W. 42nd St.....Tel. BRyant 9-6432

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S. R. BERNSTEIN, Director of Research and Promotion

MEMBER

Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 8, No. 20 May 17, 1937 5 Cents a Copy, $1 a Year

Advertising As Commerce

ADVERTISING AGE published in its May 10 issue a news story based on the recent decision of the Supreme Court of the United States in the Associated Press case, in which it was pointed out that the terms of the decision clearly indicated that advertising would be held to be commerce if the question were presented to that high tribunal.

This is a matter of great significance to the entire advertising field. Advertising has never been subjected directly to regulation by the Federal government, as it has been held that it is service rather than a commodity, and consequently is not subject to regulation under the constitutional provision giving the United States government authority to regulate interstate commerce.

However, advertising has been regulated indirectly, through the Federal Trade Commission, operating against unfair competition under authority of the Clayton act; by the Food & Drug Administration in the enforcement of the food and drug act of 1906 and by the Federal Communications Commission in its supervision of radio broadcasting. Hence it seems relatively unimportant to maintain that advertising is not directly subject to regulation as interstate commerce, since effective regulation is actually being applied through indirect methods. In addition, as pointed out in the news story referred to, many advertising interests are alarmed at the increasing number of attempts being made by legislatures in the several states to regulate advertising.

It is easy to see the direction in which law-making bodies are moving, and the prospect of having forty-eight separate and distinct authorities to answer to is not attractive to the advertiser who is using national media or is marketing in more than one state. The alternative of submitting to Federal regulation is one which most advertising interests would accept rather than allow themselves to be pushed around by the varying requirements which might be effective in the several states.

Thus it might be good policy, instead of waiting for a formal decision of the Supreme Court on some case involving the status of advertising, to proceed on the assumption that it falls within the definition of interstate commerce which the court has established, and to use this decision as a bulwark against excessive regulation by the states. Such a policy would probably enable advertisers, agencies and publishers to avoid many of the complications which seem to be on the way, judging from the trend of the times in the field of state legislation and business control.

A Notable Advertising Career

The announcement of the resignation of Turner Jones as vice-president in charge of marketing of the Coca-Cola Company was received by most of those interested in the progress of advertising with regret, in view of the valuable services which Mr. Jones has rendered to advertising in his work for the Coca-Cola Company. While as the head of the Coca-Cola bottling business in Maine he will continue to be interested in advertising, his opportunities for the sort of constructive work for which he has been famous will of course not be so extensive as in the past.

A brief reference to the Traffic Audit Bureau in the announcement of Mr. Jones' resignation hardly did justice to the splendid work which he did in practically making over the outdoor advertising industry and the thinking of national advertisers regarding it. The Coca-Cola Company is a large user of the outdoor medium, and Mr. Jones was keenly interested in improving its service by a better method of evaluating its coverage of markets. The application of scientific methods to the problem resulted in the formation of the Traffic Audit Bureau, in which national advertisers, advertising agencies and outdoor plant owners are represented. Under its direction poster plants have been improved structurally and in the location of panels, so that definite market coverage is positive and measurable.

This is the sort of original thinking, applied to basic advertising problems, that has made Mr. Jones a pioneer whose work will be long remembered.

MAINTAINING SALES RESISTANCE

—General Electric Co. *On The Top.*

"Sh-h-h! Dinna give in too soon, Jock—but THAT'S the one we want."

Views from the Outside

"Free" Pricing

(As viewed in Drug Topics)

Price-free? Can any product be price-free when a stipulated price is mentioned in connection with it? Is not the specification, "18 cents," itself the stipulation of a fixed price?

Price-free? How can that be said of any product unless a price *never* were mentioned in connection with it? This, of course, would be an impossibility in this modern age when the public demands to know exactly what it must pay for everything it wants.

To do business, Macy's, like everyone else, must cite prices, for the old days of barter and bargain have passed into limbo with the credo: "Let the buyer beware!"

Under fair trade legislation, no merchant is compelled to handle the goods of a manufacturer whose prices he thinks are out of line. On every product he might want to stock, there are hundreds of brands, priced at different levels, of which he could avail himself.

Shorn of loss-leaders with which to entice the public, Macy's, very patently, is groping for a means of continuing to impress the public with the fact that it still operates a low price policy. Perhaps its aspirin advertisement is an experimental step in this direction. If so, Macy's must soon find out that, when an organization pays out good money to discourage consumers from buying nationally branded products to the end that sales of its own brands will be stimulated, the need arises for profitably pricing its own merchandise or else of getting out of business.

Reciprocity

(As viewed in the Chicago Tribune)

Two million Americans in 1929 were earning their livelihood from export trade. In that year the value of our exports was 5,240 million dollars. By 1933 our trade abroad had dwindled to 1,650 million dollars. That was a reduction of 68 per cent. Assuming that the number of persons supported by our export trade declined to the same extent as sales, the breadwinners of 1,500,000 families were deprived of the opportunity of winning bread by the disappearance of foreign markets.

On the assumption that the discriminatory tariff and quota systems which nations applied during the depression were keeping down the foreign demand for American goods, the President asked for and received authority to negotiate agreements granting concessions to countries which granted concessions to us. The authority of the President to make trade agreements without approval of the senate has been extended for three additional years, or until June 12, 1940.

Under the operation of the reciprocal trade agreement act of 1934 the United States has become a nation with an unfavorable balance of trade. That was not one of the stated purposes of the law when it was recommended for passage. Bilateral agreements were to be worked out which would increase our trade and bring jobs to those who lost them when our export trade fell off. The plan has failed to do that. Judgment about the wisdom of the whole program should be suspended pending further experience. This much is clear: to date the reciprocal trade agreement act has not brought about the results promised. It has, however, been of material assistance to other countries.

Farm Stability

(As viewed in The Prairie Farmer)

Aimed at stability of prices at near-parity levels and at protection of consumers by stored supplies to supplement occasional short crops, the new farm bill which is now being whipped into shape will be one of the most constructive pieces of legislation offered to congress for many years.

To the farmer it offers stability of price within reasonable levels; to the consumer it offers stability of supplies and a guarantee against excessive prices.

The bill is based primarily on the interstate commerce clause of the constitution as construed by the supreme court in the Wagner Labor Act decision, and good lawyers believe that chances are good that it will be held to be constitutional.

The aim of this bill, which is designed to establish a permanent farm policy, is to stabilize supplies and prices of the basic farm crops, and to give farmers their fair share of the national income by holding prices at near-parity levels. It recognizes the fundamental principle that the only way prices can be stabilized is to stabilize supplies by storage to offset seasonal differences in yield, and by acreage control to keep the long-time trend of production in line with demand.

This is a bill that is fair to cooperating and non-cooperating farmers alike, as well as to the public. If it becomes a law at this session of congress, it will mark a long step ahead in the adoption of a real farm policy for America.

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1165. *The New True Story Wage Earner Buying Power Index.*

Issued by *True Story Magazine*, this study offers a measurement of money available to the Wage Earner family for purchase of commodities above the subsistence requirement. Charts and tables provide a comparison of employment, real wages and the margin of discretionary buying power.

No. 1166. *True Stories of Constructive Banking.*

The Financial Advertisers Association has issued this booklet of "true stories" which were originally published as advertisements in Columbus, O., newspapers. They relate experiences of The Huntington National Bank of Columbus during the stress period of 1930-35.

No. 1167. *The Frozen Pack Food Industry.*

This study issued by *Food Industries*, from a survey of the University of Tennessee, covers sources, processing, distribution, utilization and market data concerning frozen fruits and vegetables.

No. 1168. *Valuable Data on New York, the World's Greatest Market.*

This is the fourteenth annual edition of the *New York Sun's* market data book. The volume presents a summary of the 1936 standing of New York newspapers in various advertising classifications, the editorial and circulation scope of *The Sun*, and descriptions and charts showing the size, character and buying power of the New York market.

No. 1163. 1937 *Woman's World Subscriber Questionnaire.*

This folder contains data compiled from 30,000 replies to a questionnaire on subscribers' buying habits and brand preferences, issued by *Woman's World.*

No. 1164. *Ariston—Light, Medium, Bold.*

Continental Type Founders Association has issued this brochure on its type face, Ariston, with numerous examples of appropriate use.

No. 1132. *The Minneapolis Star Route List of Grocery Stores.*

The Minneapolis Star has issued this guide showing the retail grocery outlets in Minneapolis broken down into convenient routes. In addition it contains an analysis of wholesale grocery houses, chain store headquarters, voluntary organizations and other outlets for the purchase of food products from manufacturers.

No. 1123. *In the Money.*

Successful Farming has issued this booklet of farm market information. It covers spendable cash income, items purchased, with the amounts expended, and an outline of prospects for 1937.

No. 1107. *Dynamic Buying Power.*

This brochure, issued jointly by *National Home Monthly, Canadian Home Journal, Chatelaine, Maclean's Magazine* and *Canadian Magazine*, gives a comprehensive picture of Canadian markets. It marks the first co-operative presentation of their market by Canadian magazine publishers.

No. 1157. *35 Hours a Day.*

Issued by National Broadcasting Company, this brochure tells about the planning that lies behind its many types of daily broadcast presentations. There are many illustrations of artists and program scenes.

The Chicago Daily News has both MORE and BETTER Home Coverage than any other daily newspaper in Chicago

21 gains *in* 21 months

(as compared with the respective months a year previous)

April, 1937, Net Paid Circulation Averaged

435,109

An Increase over April, 1936, of 18,352

The long-continued gains in circulation have come without the aid of prizes, premiums or any other artificial method of stimulating growth

■

THE CHICAGO DAILY NEWS

Chicago's HOME Newspaper

WITH THE MOST VALUABLE CIRCULATION IN THE CITY

GEORGE A. MCDEVITT CO., *Eastern Advertising Representatives* • *444 Madison Ave.,* NEW YORK • 12 *So. 12th St.,* PHILADELPHIA
JAMES L. LENOX, *Eastern Representative. Photogravure, Color Comics and Retail* • *444 Madison Ave.,* NEW YORK
J. RAY SCOLARO, JR., *Manager Detroit Office* • 4-119 *General Motors Building,* DETROIT
JAMES A. TOWNSEND, *Western Advertising Representative* • *Hobart Building,* SAN FRANCISCO

TRUSCON STEEL IN CORONATION ADVERTISEMENT

Youngstown, O., May 13.—While industrial advertisers have had more difficulty than those in the general field in tying up with England's coronation, Truscon Steel Company achieved this end in a color bleed page in the May issues of *Architectural Forum* and *Pencil Points*.

The dominant illustration was of a Washington home which utilized Truscon building products, a scratchboard drawing being the unusual technique employed. Restraint in use of color was also exemplified, red being employed chiefly to outline the spiral staircase which gave a distinctly regal atmosphere to the scene. A crown, also in color, was shown, the advertisement being tied to the coronation with the featured caption, "The Royal Family of the Building Industry."

Copy Is Subordinated

Only about 10 per cent of the total space was given to exploitation of Truscon's "complete line of quality building products of steel—windows and doors, metal laths, steel joists, roofdeck, structural steel, and others—which blanket the requirements of the building industry and meet every architectural specification."

Richard P. Dodds, general advertising manager, said the advertisement represented an attempt to capitalize transcendent interest in the coronation without too much straining. The Cleveland office of G. M. Basford Company handles the account.

TEN TONS OF EXIDES IN CORONATION NEWS

Philadelphia, May 10.—The fact that "ten tons of Exide batteries" were used in coronation broadcasts from London was featured this week in advertising of Electric Storage Battery Company.

A cablegram from its English affiliate, Chloride Electrical Storage, Ltd., to this effect was reproduced as a point-of-sale poster for use of Exide dealers, among other uses. The cablegram said:

"Coronation programs will be broadcast by British Broadcasting Co. in 10 languages. Arrangements are the most elaborate ever attempted. In every respect the whole of the broadcasting of programs depends entirely upon Exide batteries. Nearly 10 tons of batteries will be used for the purpose."

B. C. Advertises

The government of British Columbia has opened an extensive campaign in newspapers and radio to present its position to the citizens on controversial matters. Stewart McIntosh, Ltd., Vancouver advertising agency, is in charge of the campaign.

Elterich Starts New Export Agency

H. N. Elterich, in charge of export advertising for N. W. Ayer & Son, Inc., New York, for the past four years, has formed his own advertising agency, H. N. Elterich, Inc., to specialize in export advertising. The new agency has been appointed by Continental Distilling Corporation, New York.

Richmond to B & B

Ralph Richmond, formerly president of William Green, Inc., and previously vice-president of Soule, Feeley & Richmond agency, has been named head of the radio commercial department of Benton & Bowles, Inc., New York. He succeeds John A. Carter, resigned.

EYE FOR EYE DISPLAY

The product itself again rounds out the new point of sale glasses display of the Roslinoid Manufacturing Company. Modern design is featured for various types of glasses. The display was produced by Forbes Lithograph Co., Boston.

Western Roads Plan '37 Drive in Newspapers

Chicago, May 11.—Newspapers are likely to be the chief medium scheduled for the campaign plans of Western railroads, Hugh W. Siddall, representative of a committee of the Western Association of Railway Executives, said today, although definite plans have not yet been formulated.

Mr. Siddall, chairman, Transcontinental and Western Passenger Association, said that this special committee would meet May 19 and May 26, with definite plans to be announced on June 4.

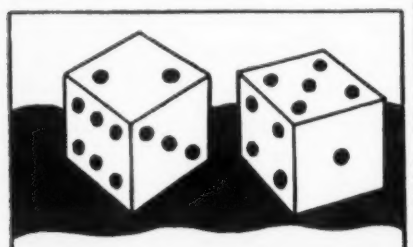
It will study the advisability of an advertising program, the budget required and other problems pertinent to a further cooperative campaign.

Sidebotham Named

John A. Sidebotham, formerly art director, Geyer, Cornell and Newell, New York, has been named art director, Thornley and Jones, Inc., advertising agency of that city.

P&W to Cantor

Philadelphia & Western Railroad, Philadelphia, has appointed the Solis S. Cantor agency of Philadelphia to handle its advertising. Newspapers will be used.



It's A Natural

What's more natural than showing products, packages, labels, in natural colors? Show the consumer *what* you sell, as it *really* looks, with Newscolor. Newscolor is low cost multi-color printing on newsprint. Want samples?

Newscolor
EXCLUSIVE PRODUCT OF
SHOPPING NEWS
CLEVELAND, OHIO

A.B.P. to Hold Annual Agency Dinner May 17

Chicago, May 14.—Presentation of the first 1937 certificate of recognition to Walther Buchen, president of the Buchen Company, Chicago agency, will feature the annual recognition dinner of Associated Business Papers, Inc., at the Sherman Hotel, next Monday evening. The presentation, symbolizing the friendly relations existing between business papers and agencies, will be made by Paul Aldrich, publisher of *The National Provisioner*, as president of the Associated Business Papers.

Mr. Buchen will make a short response and the remainder of the evening will be devoted largely to entertainment. The 1937 certificates will be mailed out from New York headquarters to other agencies on the list next week.

A reception will be held from 6:00 to 6:30 Monday evening at the Sherman, the dinner getting under way immediately thereafter. Chicago business paper publishers are planning to turn out in force for the symbolic event.

Janine to Hicks

Janine, New York fashion shop, has placed its account with the Hicks Advertising agency, New York.

Advertisers Must Recognize Social Security Attitude in Institutional Efforts: Lyons

Chicago, May 11.—Advertisers face a long range "social security movement" and long range institutional programs must be adopted to meet this inevitability, H. A. Lyons, vice-president, Harold F. Strong Corporation, New York, told the Chicago Financial Advertisers Association at the annual luncheon meeting in the Hotel Sherman yesterday.

Robert Wesley Dawson, vice-president, Albert Frank-Guenther Law, Inc., Chicago, was elected president, to succeed Charles Frye, financial advertising manager, the *Chicago Journal of Commerce*. B. Botsford Young, assistant vice-president, National Boulevard Bank, was elected vice-president; John W. Ladd, division manager, United States Building & Loan League, treasurer, Sue Downing, executive secretary, Chicago Federation of the Illinois Bankers Association, secretary, and J. M. Easton, advertising manager, Northern Trust Co., and J. W. Hicks, publicity director, Public Utility Engineering & Service Corporation, directors.

R. W. Dawson

Urging co-operative efforts among industries in presenting their picture in proper focus, Mr. Lyons told the group that in his opinion social security with and all of its implications for business, is "here to stay."

"It doesn't make any difference how we feel about it," said Mr. Lyons, "and it isn't a question of the right or wrong of vested interests. It is simply a fact and in my opinion this situation will continue for a long period."

One of the greatest dangers in the banking field, said Mr. Lyons, is the resumption of the "feeling of complacency."

"Banks are sitting back now and saying we will or won't do business with this or that person," said Mr. Lyons. "This is an ill omen of the return to 'placid comfort' and banks must take care to lose no more ground. Already they have indicated loss of the personal loan and time financing, which I believe belong properly in the control of banks. Banks heretofore have simply said this isn't in our field and we won't touch it. As a matter of fact, it is finance and properly in their field."

Research efforts in banking and other industrial fields, Mr. Strong said, are good indications of the realization of the need of co-operative efforts. He urged banks to launch research into budgetary control which other industries, notably General Motors Corporation, have inaugurated.

"In any business," Mr. Lyons said, "we must find out what the customer wants, how much he will pay, and how many units he will take. There are broad possibilities in the extension of this subject to all fields of industry and co-operative efforts are needed to do a good job on this."

Mr. Lyons took issue with the theory that advertising and public relations are simply matters of selling what they are given to sell.

Public relations, he declared, are primarily a matter of "dictation," with dictation interpreted to mean the setting up and following through by business of a rigid institutional policy.

Under this theory the vitally important points are that the company policy, price and quality of products be such as to automatically attract public favor.

"Policy decision cannot be based on the question of who is right or wrong," he asserted. "In the case of New York tenements, for example, 28,000 of which are owned by financial institutions, the policy decisions cannot be based on whether the state and city authorities are right or wrong in the heavy taxes and regulations they impose. What the banks must do, on a long range basis, is devote time and effort to reduce an evident public antipathy."

NEW WURLITZER PIANO PROMOTED IN ROTOGRAVURE

DeKalb, Ill., May 13.—Renewed interest in pianos in the home is being met by Rudolph Wurlitzer Company with development of the Wurlitzer Spinette, a compact instrument which fits the space limitations of the modern apartment. The new piano was announced last week in large space in the Metropolitan Weekly Gravure and Greater Midwest Gravure groups. Full pages in *Good Housekeeping* also are scheduled.

The initial rotogravure advertisement made use of the double testimonial to assure housewives that the Spinette meets all requirements. Ted Weems, noted band leader, commented that the tone is beautiful, while Elizabeth Peacock, New York City decorator, testified to the style of the instrument.

Youngsters Are Featured

The testimonial idea is supported by human interest photographs by Sarra, the first copy showing a youngster at the keyboard, while his admiring parents looked on from the background. A part of the advertisement was given over to an explanation of how such stirring music is produced with such a small piano.

The Wurlitzer promotion was preceded by a spectacular demonstration at the Wilking Foundation Music Festival at Indianapolis, where 150 Wurlitzer grand pianos were played in unison as an outstanding example of the new "musical renaissance." A total of 1,500 pianists participated in the riot of music and 25,000 persons turned out for afternoon and evening concerts.

The rotogravure campaign is localized, complete listings of Wurlitzer dealers in each market being included. Tie-up advertising by these dealers is an important part of the campaign, which is being placed by Needham, Louis and Brorby, Inc., Chicago. Earl Hadley is advertising manager of the company.

Engelbreth to Ziff

C. Pat Engelbreth, formerly press secretary to Gov. A. G. Schmedeman, of Wisconsin, and more recently public relations counsel for the Wisconsin State Treasury department and the Beverage Tax Division, has joined the New York division of the W. B. Ziff Organization.

R&R Gets Beverly Hills

The Hollywood office of Ruthrauff & Ryan, Inc., has been appointed to handle an advertising campaign for the city of Beverly Hills, Calif. Newspapers will be used.

Kosting to CBS

Ernest D. Kosting, formerly assistant to the advertising manager of Abraham & Straus, Brooklyn department store, has joined the sales promotion staff of Columbia Broadcasting System.

POWER
VT.
N.H.
ME.
MASS.
R.I.
CONN.
N.Y.
MICH.
PENN.
N.J.
OHIO
IND
DEL.
64% OF ALL FARM TRACTORS
Just 13 States, gentlemen . . . count 'em! Yet, in these 13 Upper Mississippi Valley States, you find 64% of all farm tractors. What does that leave for the other 35 States? A meager 36%.
Simple arithmetic, gentlemen . . . but powerful arithmetic when you add it up. Tractors are geared to "factory" farming. Tractors cost money. And, in the 13 "Heart" States you find both "factory" farming and money. So much so that, within the last year, there has been an 11% increase in tractor-ownership in the "Heart."
Here, in the world's richest farm region, is a market packed with power! Farming power! Earning power! Spending power! You need only one book to bring your story home to this great market. And that one book is Successful Farming . . . the magazine that gives you the most traction for the least money because it's "pay dirt" all the way! Meredith Publishing Company, Des Moines, Iowa.
FARMING
THE WORLD'S RICHEST FARM REGION

Reach them in
A BUSINESS MOOD . . .

If yours is a business product, associate your advertising with the business and financial news Central Western executives read, in the

Chicago Journal of Commerce
AND LA SALLE STREET JOURNAL

CHICAGO'S NEW WAGE SCALE IS BOOST TO COSTS

Pressmen and Feeders Win Pay Increases

Chicago, May 13.—Like their colleagues in the general field, advertisers who rely on business papers to put their sales messages in the right hands can prepare themselves for higher rates, judging from a wage agreement concluded this week between employing printers, on one hand, and pressmen and feeders, on the other. Publishers have no course open but to pay the increased costs.

While these two factions were settling their differences in orderly fashion, the strike which has crippled facilities of the W. F. Hall Printing Company for five weeks continues, with many business papers unable to get out their April issues. In one instance, a publication which spirited a form out of the plant had the type dumped into the street by the strikers. The issue at Hall is a closed shop.

Shorter hours and more pay are provided by the new wage agreement. The 44-hour week under which pressmen have worked in the past shrinks to 40 hours, with Saturday work calling for time and one-half or double time, according to whether it is done Saturday morning or afternoon.

Two Successive Increases

Both of the new wage scales are for two years. The basic wage scale for pressmen has been $1.16. Under the new, it is $1.30 from May 10, 1937, to 1938, and $1.35 for the following year.

The old basic scale of 98.3 cents per hour for feeders is succeeded by one calling for $1.10 per hour beginning May 10, 1937, and for the following year, $1.16.

The hours for both classes are eight hours per day, five days a week, from Monday to Friday, inclusive. Night work is eight hours for the same days, with the indicated penalties for Saturday work.

Representing employers in the negotiations were the Franklin Association of Chicago, which has been making contracts with printing crafts unions in the Chicago jurisdiction for 25 years. On the other side of the table were Franklin Union No. 4, representing the press feeders, and Chicago Printing Pressmen's Union No. 3.

Both of these unions are affiliated with the International Printing Pressmen's and Assistants' Union of North America, headed by the redoubtable George L. Berry. Major Berry, who has just become Senator from Tennessee, is also widely known as President Roosevelt's industrial co-ordinator.

PHOTOMATS

Over 100 high class photographic eye catchers every month for $5. A new, all-photo advertising service for all lines of business. Write for free proofs.
10 East 39th St. New York

INFANT "FRONTS" FOR FILMS

New Agfa film display centers on this effective baby "stopper," while the wings carry out the juvenile theme. The display was created by Einson-Freeman Co., New York.

Blue Ribbon Names SA&J

Blue Ribbon Distributing Corporation, distributor of Blue Ribbon and Red Cross bouillon cubes, has appointed Stuart, Ames and James, Inc., New York, as advertising and merchandising counsel. A national consumer campaign will begin in September. A. C. Jones is account executive.

Charge Manual Was Financed by Kelvinator

Washington, D. C., May 13.—Charges that the Ross Roy Comparative Hand-Book, purporting to give an impartial analysis of electric refrigerators, was financed in large part by Kelvinator Corporation were made today by the Federal Trade Commission in a complaint against the two companies.

The hand-book and other publications of the Ross Roy Service were distributed to 5,000 Kelvinator distributors and dealers, who are alleged to have paid the publishers substantial amounts for them.

The respondents are charged with representing that the material in the hand-book and other literature was accurate, authoritative and unbiased, and that it was published entirely independent of any manufacturer when, according to the F. T. C., such was not the case. The purpose of these representations, according to the complaint, was to mislead the trade.

Concealment of the alleged affiliation, the F. T. C. charges, was also calculated to prevent competitors of Kelvinator from fixing responsibility on it for the representations made, and to deceive them and others as to the origin and weight of the indirect attacks made upon all other manufacturers of refrigerators.

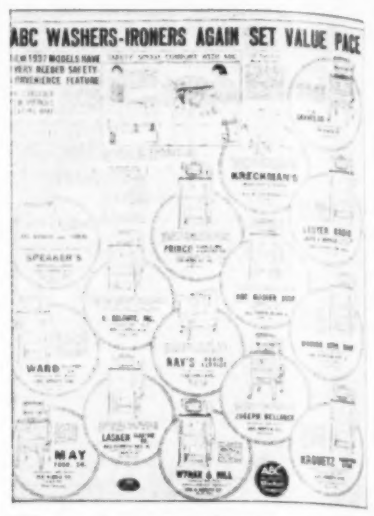
Garfield Makes Debut

Garfield & Co., New York, makers of Garfield's Seidlitz powders, have started advertising for the first time, using territorial newspapers through William Irving Hamilton, Inc., New York.

Stensgaard Named

W. L. Stensgaard & Associates, Inc., Chicago, have been named to assist in development of products and sales promotion plans of Certain-teed Products Corporation, New York.

TESTS GROUP COPY



Altorfer Bros. Co., Peoria, Ill., tested this group, full-page display newspaper copy in Rochester, N. Y., for ABC Washer-Ironer and reported receiving hearty co-operation from dealers who participated in the presentation.

Name Whipple & Black

Whipple & Black, Detroit advertising agency, has been named to direct a newspaper and business paper campaign for Robert Harrison, Inc., manufacturer of Lizzie cleanser. The agency's subsidiary, Food Advertising, Inc., also will conduct an educational campaign for the Michigan Sausage Manufacturers Association. Posters, radio and business papers will be used.

Harris to Shigeta-Wright

Paul J. Harris of Paul J. Harris productions has been placed in charge of slide film productions for the Shigeta-Wright Studios, photographic advertising illustrations, Chicago.

Kaufmann to Clairol

Ted Kaufmann, formerly assistant advertising manager, Art Metal Works, Inc., Newark, N. J., has joined Clairol, Inc., New York, in a similar capacity.

★

The Best Static Eliminator

IS POWER

WLW's 500,000 watts will deliver your program into countless homes, with the best possible clarity and with the greatest satisfaction to radio listeners.

WLW...THE NATION'S STATION

When EAST Texans *come to* DALLAS

Three days in April found the East Texas Chamber of Commerce in convention at Dallas. Features were a five-mile parade of floats, bands and uniformed organizations; meetings addressed by national figures; amusement, entertainment, celebration. And—plenty of shopping, as usual.

LONG a top-notch agricultural region . . . today the world's richest oil country . . . East Texas provides Dallas with a "tributary" market area such as few American cities ever dreamed of.

When East Texas people come to Dallas—as they do by hundreds every day—they can and do *spend*.

But whether they buy in Dallas or in their smaller home towns, Dallas News and Journal advertising helps to sell them—*because these are the papers they read.*

Don't discount these papers' *city* coverage—it's by far the most thorough in town—but above all don't pass up the extra-urban part of Texas' Major Market.

Dallas Has ALWAYS Been East Texas' Home City

Long before oil discoveries brought their new riches . . . back in the days when Cotton was unchallenged King . . . (Northeast Texas was even then the richest section of the state) . . . Dallas was its market center. It has always been so . . . and The Dallas News has been this Major Market's Number One Newspaper through half a century.

"Texas' Major Market Newspapers"

The Dallas Morning News
The Dallas (Evening) Journal

"Texas' Oldest Business Institution"

Representatives
JOHN B. WOODWARD, Inc.

Associates: The Semi-Weekly Farm News, The Texas Almanac and State Industrial Guide, Radio Station WFAA (50,000 Watts)

The GREATER TEXAS and PAN-AMERICAN EXPOSITION in DALLAS, June 12 to October 31, 1937

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Courtesy Stands Out in Business Combat

To the Editor: A splendid example of co-operative spirit which permeates so-called big business these days is evidenced by the recent exchange of correspondence between the Congress Cigar Co., maker of La Palina Cigars and The American Distilling Co., distiller of Old American Brand Whiskies.

In September, 1936, American Distilling introduced Professor Jim Crack, whose Amazing Discoveries have appeared weekly in 250 daily and weekly newspapers showing what Old American whisky could not do.

One morning in March the executives of American Distilling and Hanff-Metzger, Inc., their advertising agency, opened their newspapers to find another Professor—in fact a whole group of them—attempting to prove with the aid of equally complicated apparatus that La Palina Cigars would not "grow hair on a billiard ball" either.

I called the attention of the executives of the Congress Cigar Co. to the similarity between the campaigns.

As soon as the Congress Cigar Co. executives satisfied themselves of this fact, they very graciously agreed to withdraw the campaign. With the reputation that big organizations sometimes have of adopting an arbitrary "dog eat dog" attitude it is very encouraging to find that reasonable executives can still arrive at a fair solution to a problem of this kind without long drawn out and expensive litigation.

JAMES D. WEBB,
Advertising Manager, The American Distilling Co.,
New York, N. Y.

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Quality Is Basis of Canadian Sets' Price

To the Editor: Contrary to the implication by H. H. Stevens, former member of trade and commerce, as quoted in your April 12 issue, there is no Canadian radio monopoly other than the exclusive right to manufacture, sell or use a patented device which is embodied in the patent laws of almost every country in the world, including the United States.

Neither the Government nor any member of the Government has taken exception to any of the activities of this Company.

The Canadian Patent Act requires that any patented device must be manufactured in Canada. In compliance with the requirements of the law and in protection of our patent rights, we have been instrumental in establishing an industry in Canada which employs some 25,000 people, many millions of dollars in invested capital and involves manufacturing capacity very much in excess of the demand for radio receivers in Canada. Aside from any other elements of the situation, therefore, we feel quite justified in taking legal steps to protect our property rights with respect to any unlicensed and infringing manufacture, sale or use of radio sets in Canada and we shall continue to do so.

The remarks of Mr. Stevens were the result of misinformation and an inadequate grasp of the true conditions. These facts were brought out in discussion of the points which he raised by members of the government in the House of Parliament.

G. F. BROOK,
General Manager, Canadian Radio Patents, Ltd.,
Toronto, Canada.

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Chicagoans Point For Tops in Advertising

To the Editor: The Educational Committee of the Chicago Federated Advertising Club is deeply appreciative of the very fine co-operation ADVERTISING AGE gave to our advertising lecture course, "This Business of Advertising."

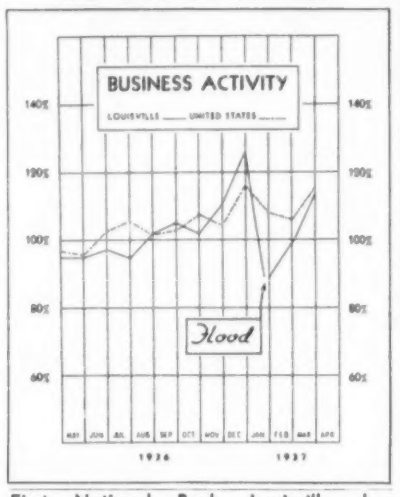
Five hundred and thirty young men and women interested in advertising enrolled in this course. Without your fine co-operation, it would have been extremely difficult to secure so large a registration, and to maintain the steady attendance throughout the course.

The goal of Kenneth Laird, our president, is to raise Chicago from the second center of advertising in this country to first place. By teaching young Chicago men and women, interested in advertising, by means of lecture courses, and by encouraging and stimulating them with contests, we believe that in time, Chicago will again become the primary center of advertising in the United States.

ARTHUR E. TATHAM,
Chairman, Educational Committee, Chicago Federated Advertising Club.
Chicago, Ill.

▼ ▼ ▼

NO FLOOD EFFECT



First National Bank, Louisville, has launched an institutional series in newspaper with this graph playing an important part in portraying Louisville's response to the flood invasion.

Bank Tells How Flood of Orders Defied Flood

To the Editor: You may be interested in this proof of an advertisement which we ran in the Louisville newspapers to follow up an initial one, eight columns wide, announcing this graph covering Louisville business conditions. This is the way the follow-up is being handled. Other insertions will follow as data is compiled to supplement the chart which shows comparative trends between United States and Louisville business since 1919.

WALTER DISTELHORST,
Advertising Manager, First National Bank,
Louisville, Ky.

Many Great Copywriters Hide Light Under Bushel

To the Editor: That was a good story your correspondent from Spartansburg, S. C., wrote as an interview with the great Dad Stanton.

It is truly remarkable that a man 88 could keep up to date in what's going on in the advertising world. What he says about copy writing, I believe, is correct. For 15 years I worked with Wilbur D. Nesbit and I know there's no one now or then who could write copy with more human appeal than he. Give him an idea, or a sketch, of what you wanted, and he would bring back a masterpiece in one-half hour. He did not need research or point of sale contact. He knew the great common people and how to persuade them to buy. He knew how to teach others to write too, and did. I worked with John E. Kennedy on Snider's Catsup and Pork and Beans and later, 1921-1922, on Goodrich Tires and in his own way (it must be his way) he, too, did masterly writing.

Every one knows Claude Hopkins and the great work he did for A. D. Lasker on Pepsodent, Quaker Puffed Rice, Palmolive and others, especially Goodyear Tires "10% over size"; "No Rim Cut" for Frank Sieberling. Never did anyone write copy that produced such sales results. I would place him as No. 1 copy man of all time, Wilbur D. Nesbit No. 2, and John E. Kennedy No. 3. If Arthur Brisbane had cared to do it, he could have been No. 1 copy man of all time, as he was a news writer, reporter, or editorial writer.

In the business of advertising we need more men of that type with newspaper training to devote themselves to writing copy.

There are a dozen writers now producing copy who could match, and do match, the work of Nesbit, Kennedy and Hopkins, but their names are not known. Some day soon they will come into their own and get their just reward. Jim Ellis, of Arthur Kudner, Inc., is that type. So are Robert Rankin, Sam Youngheart, F. A. Ballantyne, Homer McKee, W. J. McInnes—all started under Nesbit's guidance. There are O. B. Winters, of Erwin & Wasey, a master in the art of writing copy, and E. F. Hummert of Blackett-Sample-Hummert. Some of them are too modest and some hide their light under a bushel. I'm sure we could prove, even to Dad Stanton, that we have more good copy writers now than we had 25 years ago.

Anyway, that was a good story.

WILLIAM H. RANKIN,
William H. Rankin Co.,
New York, N. Y.

GAS COPY ANTITHESES COME TOGETHER

"I MAKE MORE DELICIOUS PASTRY FAR EASIER WITH MY NEW 1937 AUTOMATIC GAS RANGE!"
AN AUTOMATIC GAS RANGE
FOR VITAMIN-SAVING FULL-FLAVOR COOKING, OWN A 1937 AUTOMATIC GAS RANGE
Gas, Gas All the Time, Don't Eat or Sleep
DENTIST Dr. Cary
THE PEOPLES GAS LIGHT AND COKE COMPANY

Contrast in copy from the same word marked this Chicago newspaper insertion.

Makeup Man Blows Hot and Cold on Gas Copy

To the Editor: I am wondering if the enclosed sheet, with this double shot on "gas," has come to your attention.

D. R. COLLINS,
Assistant Promotion Director, Portland Cement Association,
Chicago, Ill.

Business Up- Advertising Up-

GETTING MORE ADVERTISING Because GETTING MORE BUSINESS FOR ADVERTISERS

7.4% GAIN DAILY EXPRESS & EVENING NEWS FIRST 4 MOS. IN 1937 OVER 1936

15.3% GAIN SUNDAY EXPRESS FIRST 4 MOS. IN 1937 OVER 1936

6.0% GAIN EVENING NEWS FIRST 4 MOS IN 1937 OVER 1936

EXPRESS & NEWS ELBOW-COMPANIONS OF THE PRODUCER the Retailer the Buyer

Retail business in the San Antonio market increased substantially during the first four months of 1937. The Express and The Evening News lineage also increased.

4,646,141
lines of paid advertising first 4 months of 1937

327,170
lines increase over first 4 months of 1936

2,286,914 lines local advertising, which is
179,361 lines more than in 1936

891,119 lines national advertising, which is
57,483 lines more than in 1936

1,468,108 lines classified advertising, which is
90,326 lines more than in 1936

These gains continue the large increases in lineage for 1936 over 1935, and for 1935 over 1934. For 1936—2,071,269 lines more than in 1935. For 1935—1¼ million lines more than in 1934.

The Express and The Evening News adhere to their rate card. They give no free advertising space. They print no free circulars. Their advertising lineage is paid for.

The Express and The Evening News have grown consistently by publishing complete newspapers. That is why they are

Getting More Advertising Because Getting More Business for Advertisers

San Antonio Express
SAN ANTONIO EVENING NEWS

Texas Foremost Newspapers

The John Budd Company, Representative in the National Field
New York—Chicago—St. Louis—Atlanta—Dallas—Los Angeles—San Francisco—Portland, Ore.

Where are YOU *going this Summer?*

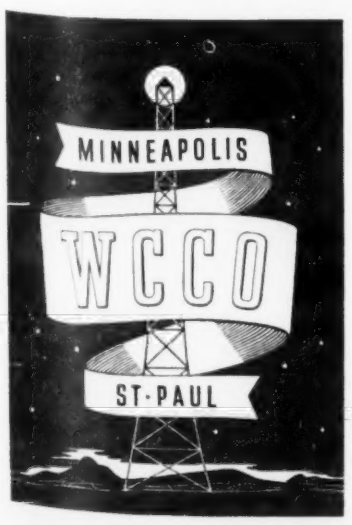
3,000,000 people are going to Minnesota*

They will spend $100,000,000 this way:

→ $25,000,000 in Retail Stores
→ $21,000,000 for Gasoline and Oil
→ $20,000,000 for Lodging
→ $20,000,000 for Food
→ $8,000,000 for Recreation
→ $6,000,000 for Confections

WCCO is the only 50,000-watt radio station in Minnesota; the only *one* advertising medium that covers *all* of Minnesota—"The Land of 10,000 Lakes." WCCO carries the top-ranking Columbia Network programs—as well as originating many of the Northwest's most popular features.

**Data from Minnesota State Tourist Bureau*



Minneapolis-St. Paul, 50,000 watts. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES—Offices: New York, 485 Madison Avenue, WIckersham 2-2000 • Chicago, 410 North Michigan Avenue, WHItehall 6000 • Detroit, Fisher Building, TRinity 2-5500 • Los Angeles, 5939 Sunset Boulevard, HOLlywood 3101 • San Francisco, 601 Russ Building, GARfield 4700

EXTEND RESALE PRICE SCOPE OF BOOK PUBLISHERS

New York, May 12.—Extension of resale price maintenance contracts for all states with fair trade acts was forecast today by Dr. W. H. Crichton Clarke, special counsel for the American Booksellers Association, at the opening session of its annual convention this week at the Hotel Pennsylvania.

"Booksellers," he stated, "are anticipating that most of the publishers will sign contracts in those states which have fair trade legislation to protect the prices on the new books next fall," he declared. "A model contract was completed last week by a committee appointed by the National Association of Book Publishers and is now under consideration by the individual publishers."

Mr. Clarke advocated the passage of the Tydings-Miller bill in order to aid the various states in carrying out their fair trade policies.

Morrow Issues Contracts

Following the submission of the standard contract, William Morrow & Co., publishers, announced the setting of minimum retail prices, in conformance with the provisions of the Feld-Crawford Fair Trade Act, on 40 of its books. Contracts are being sent out to sellers for their signatures.

Advertising authorities in the book field told booksellers at the Tuesday morning session to use their own initiative in building campaigns around specific types of books and that the methods employed must be different for each type. A. Milton Runyon, of Schwab & Beatty, Inc., New York agency, sketched sales treatment for a typical book of fiction; "Franklin Spier, president of Spier, Franklin, and Aaron Sussman, Inc., New York agency, prescribed for a book of non-fiction; and William H. Wells, secretary of Denhard, Pfeiffer & Wells, Inc., described merchandising methods for a $25 art book.

Thornley & Jones Open Chicago Office

Thornley & Jones, Inc., recently organized New York advertising agency, has established a Chicago office in the Central Republic bldg. with Charles J. Keller in charge. Mr. Keller will continue to direct local work of the John Price Jones Corporation, a fund raising company, in co-operation with the activities of the advertising agency.

Commercial publicity and public relations accounts which have been handled by the John Price Jones organization will switch to Thornley & Jones. R. R. McGregor, formerly publicity director, Illinois Utilities Association, will assist Mr. Keller.

Pick any Product, from gypsum to Jello; the Home is the place it's most likely to sello!
There's No Place Like The AMERICAN HOME

"NUTS" FOR GRAPE NUTS

Tying in with the new George Burns and Gracie Allen radio show for General Foods' Grape Nuts, this four-color counter carton caricature is being distributed to dealers.

Brantley Adds Two

The J. Carson Brantley advertising agency, Salisbury, N. C., has been appointed to direct a newspaper and radio campaign for the Edwards Drug Co., Raleigh, N. C., and a direct mail and business paper promotion for the Wonder Products Co., Salisbury.

Mulligan in New Post

Edward F. Mulligan, formerly with the Eastern Advertising Co., Boston, has joined the sales staff of *National Sportsman* and *Hunting & Fishing* and will represent these publications in New York city.

Kessenich's Name Wright

Alice Wright, formerly with the Hart Publications, Chicago, has been named advertising manager of Kessenich's, Inc., Madison, Wis., department store.

Continental to Launch Largest National Drive

Philadelphia, May 11.—An expanded national advertising campaign will be launched shortly by Continental Distilling Corporation for Cobbs Creek blended whisky, Old Hickory brand, Rittenhouse Square Straight Rye and Bourbon whiskies in a large newspaper and magazine list.

The campaign is said to be the heaviest in the history of the company. Color pages will be used in *American Legion Monthly, Collier's, Esquire, Liberty* and *Time*.

A list of 526 newspapers has been scheduled and baseball scoreboards will be used for Old Hickory.

Thomas to Direct Chrysler Export Sales

C. B. Thomas has been appointed general sales manager, Chrysler Corporation, export division, as announced by W. Ledyard Mitchell, vice-president in charge of international affairs.

Mr. Thomas entered the motor car industry more than 20 years ago and has devoted his attention to international sales for the past 10 years.

Blackmore Promoted

John C. Blackmore, national advertising manager of the Omaha *World-Herald* has been named associate business manager of the newspaper.

Wallington to Rumrill

Grantley Wallington has joined the copy department, Charles L. Rumrill & Co., Inc., Rochester, N. Y., advertising agency.

A Business Paper Advertisement Writes Home

Dear Boss:

Here's an unusual Candid Camera shot. Title: "Sale Being Made!"

Yes, sir, Boss - no fooling. The Big Shot pressing one of his ten buttons is summoning his secretary to take a letter. The letter you have probably received by now -- it's an order! And you can thank BUSINESS WEEK for getting me into the throne room here, for this gent is the King Pin when his company recommends a purchase. He's the original Hard-to-Reach boy, with the "Busy" signal always on when salesmen call.

Being in BUSINESS WEEK is a liberal education for a guy like me, Boss. For I get to hob-nob in private with a lot of the Main Crumbs in the Upper Crust of American business -- all lines. Sometimes I don't feel presentable, the way they mark me up and pass me along to other important cogs. (Why, they figure I'm interviewed by no less than 350,000 figure-minded executives a week! It seems like more to me.)

The longer I kick around, Boss, the more I realize what a whale of a selling job the business papers do. Why Boss, if I had your dough -- and your brains of course -- I'd pretty near shoot the works in the business papers. For they're the staffs that Business and Industry lean on -- they have to! They hit the really important men in each specific industry, BOSS -- and BUSINESS WEEK hits more of the bigger ones than any other magazine I've ever been in. Honest, we're knocking 'em stiff!

J. Tellem

P.S. I think we could make even more of a dent in this field, Boss, if you'd expand me into a spread every now and then. After all, BUSINESS WEEK is giving you all these entrees for only a fraction of a cent a call! Don't cramp us, Boss.

Fitting Public To New Era Is Duty of Advertisers

Toronto, May 10.—Even if a communistic regime comes, the advertising man will continue to fill an important place in the business community, in the opinion of John Martin, advertising manager of Massey-Harris Company Limited.

In his valedictory address as retiring president of the Advertising and Sales Club of Toronto, Mr. Martin predicted that advertising would play a still larger part in the education of the public in the coming era of economic adjustment, no matter what form the economic system might finally assume. Industry has now solved most of the problems of production, Mr. Martin said, and the big problem of the immediate future is distribution.

Arthur G. Pinard, sales and advertising manager of the Lowe Bros. Co. Ltd., was elected president of the club, succeeding Mr. Martin.

Seaboard to Place Posters

The Seaboard Air Line Railway has appointed Transit Advertisers, Inc., to handle sale of one, two and three-sheet advertising displays at stations throughout its system in Virginia, the Carolinas, Georgia, Florida and Alabama.

O. K. Beer and Wine Commercials

The Alcoholic Beverage Control Board of Virginia has decided to continue to permit radio advertising of beer and wine.

20% Budget Boost For National MGM Copy

Appropriation of $3,000,000 for national advertising in 1937-1938, a 20 per cent increase over last year's figure, was announced by Metro-Goldwyn Pictures Corporation at the annual sales convention in Los Angeles. Newspapers will receive nearly 50 per cent of the budget, with current campaigns running in over 120 metropolitan dailies, while magazines will carry full pages on some fall releases. Also current is a national 24-sheet poster campaign on 9,000 boards in 1500 key cities. Donahue & Coe, Inc., New York is the advertising agency.

Name Craig & Hollingbery

Craig & Hollingbery, Inc., has been appointed national sales representative for WAAF, Chicago. Offices are in New York, Chicago, Detroit and Jacksonville, Fla.

STANDARDIZED CLAIMS ON DOG FOODS SOUGHT

Product Testing Project Started By A. A. H. A.

New York, May 12.—Reported widespread malnutrition among dogs led today to inauguration of a dog food testing project, sponsored by the American Animal Hospital Association.

The project is expected to develop into a group advertising effort on the part of several manufacturers to offset lack of standardization on claims for the various products. Inference has been made by those in the food packing field that with tests on the project satisfactorily completed, respective manufacturers will be permitted to place a defining label on their product, much in the nature of the *Good Housekeeping* Seal of Approval.

I.A.M.P. Division Active

The dog food products division in Chicago of the Institute of American Meat Packers is another organization which has been actively engaged in this work, under the direction of G. M. Lewis.

This offshoot of the association includes approximately 20 manufacturers and was organized this month. Members now need not necessarily be in other branches of meat packing, said Mr. Lewis, but all are required to conform to standards of plant condition, biological and chemical content of product and truth in advertising claims.

Dr. James W. Kellogg, former food commissioner of Pennsylvania, is in direct charge of this work.

Swift Goes To Vets

More than 500 veterinarians have been visited by Swift & Co., in a tour directed by H. W. Olson. Meetings in Illinois and surrounding states with veterinaries have afforded the company an opportunity to display its products along with others, all unbranded, to hear the vets in open forum discussions and to obtain constructive suggestions from them.

Mr. Olson also described the comprehensive research which had gone into the Swift products, stating that thorough tests have been and are being made on dogs in the company's laboratories. The fourth generation of one canine family is now thriving on "Par," the company's product and this has been its exclusive ration as well as the preceding generations.

SUMMER SELLING

Coca-Cola's famed bathing girls welcome this attractive 1937 debutante in a display designed for summer selling. Lithography for the display was done by Niagara Lithography Co., Buffalo, N. Y.

You can sell to
Business Men
more economically through
Business Papers

McGraw-Hill Publications

"The Best Sellers in Industry"

American Machinist
Aviation
Bus Transportation
Business Week
Coal Age
Chemical & Metallurgical Engineering
Construction Methods and Equipment
Electrical Contracting
Electrical Merchandising
Electrical West
Electrical Wholesaling
Electrical World
Electronics
Engineering and Mining Journal
E&MJ Markets
Engineering News-Record
Factory Management and Maintenance
Food Industries
Industrial Selling
Mill Supplies
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York, N. Y.

528 IDEAS!

6 MEN IN YOUR ORGANIZATION WILL BENEFIT BY THIS BOOK! Get this FREE 48 PAGE Colorful IDEA BOOK

World's largest label house offers "streamline ideas" and sensational values in a colorful, illustrated 48 page book! Send for your copy today.

CLIP THIS COUPON!

O. K. Ever Ready - Send me that colorful 48 page label book showing 528 modern ideas. No obligation, of course.

NAME _____

COMPANY _____

ADDRESS _____

Ever Ready LABEL Corporation
147-55 EAST 25th ST. • NEW YORK CITY, N. Y.

Western Growers Budget $40,000 for Cantaloupes

Los Angeles, May 14.—A $40,000 budget will be used for promotion of California and Arizona cantaloupes in a brief consumer campaign this year, sponsored by the Western Growers Protective Association and backed by a high percentage of the acreage in these states devoted to this crop.

Newspaper copy in 14 cities will stress the "Sweet Eatin'" trade mark and direct the consumer to the vegetable market where he will be confronted with additional point of sale advertising. The trade mark will show on wrappers, crate slats and ends along with the official seal of the organization.

This campaign is the first in which a quality standard has been developed. Cities selected for newspaper and radio advertising and dealer service material are New York, Chicago, Boston, Buffalo, Philadelphia, Minneapolis, St. Paul, Kansas City, St. Louis, Cleveland, Des Moines, Cincinnati and Detroit.

Advertising is handled by the Los Angeles office of J. Walter Thompson Co.

Underwood Issues Reserve Catalog

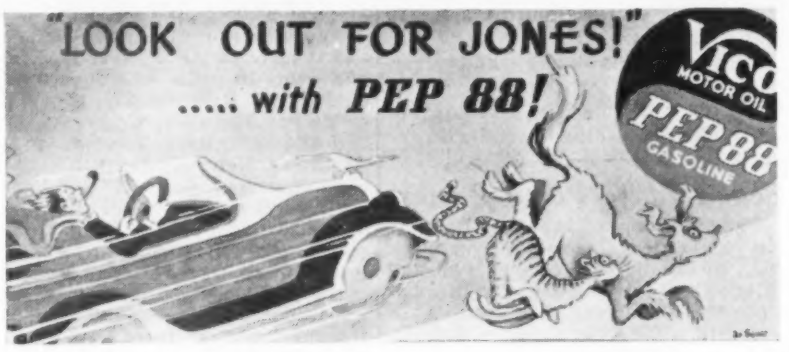
Underwood & Underwood, photographers, have issued a new edition of their catalog of reserve illustrations.

The catalog, formerly leased, is now sold outright for $1.75. It shows all photographs carried in stock by the company.

Mahnke to Kircher

Frank C. Mahnke, Jr., has joined the Chicago office of Albert Kircher Co., as account executive. He was formerly with Roche, Williams & Cunnyngham, Chicago.

SEUSS SERIES STARTED FOR VICO



This poster, second in a series for Vico Motor Oil and Pep 88 gasoline of Utah Oil and Refining Company and drawn by Dr. Seuss, will appear throughout Utah and Idaho in June with a follow-up campaign planned for the fall in the same area. Gillham Advertising Agency, Salt Lake, is handling the drive.

Fitzgerald to F. & E.

Clifford L. Fitzgerald, for the last 10 years president of Fitzgerald Advertising Agency, New Orleans, has resigned to become associated with Fletcher & Ellis, Inc., in an executive capacity, effective June 1.

Stuart Promoted

C. W. Stuart has been promoted assistant manager, General Electric Home Bureau, New York, also continuing as secretary of the appliance sales committee. Carl M. Snyder is manager of the home bureau.

Salt Lake City Hurries Plans for PACA Meet

Salt Lake City, May 14.—F. B. McLatchy, of radio station KSL, general chairman for the 34th annual convention of the Pacific Advertising Clubs Association, appointed committees this week in order that one month's solid work may be put in before the gathering June 13-15.

The "University of Advertising" will hold forth during the convention, with leaders in advertising being scheduled to head discussions and conduct courses at this institution.

The general convention committee headed by Mr. McLatchy also includes T. J. Mullins, *Salt Lake Tribune;* S. S. Fox, station KDYL; T. H. Anderson, Pacific Railways Advertising Co.; Stanley Stephenson, Utah Manufacturers' Association; Guy Toombes and Max Dean, Hotel Utah and Marion C. Nelson, Gillham Advertising Agency.

Leaders of Committees

Chairmen of the numerous committees designated to make arrangements for the convention include the following: attendance, LeRoy Simmons, *Salt Lake Tribune;* luncheons, Dilworth S. Woolley, Redman Van & Storage Co.; banquet, Stellman E. Cowan, Mountain Fuel Supply Co.; entertainment, Mark Hampton, Stevens & Wallis, Inc.; housing, Howard Tracy, Purity Biscuit Co.; hospitality and reception, Marlow Cummins, Utah Power & Light; transportation, Myron Butler, W. P. Fuller & Co.; publicity, Lon Richardson, Gillham Advertising Agency; finance, Dave Coursey, Billings Letter Service.

Budget and registration, Amos Jenkins, *The Deseret News;* women's activities, Mrs. Hendrick Remeyn, Chamber of Commerce; exhibits, Ward Raybould, Western Newspaper Union; trophies, W. E. Wagstaff, station KDYL; headquarters, George T. Smith, Carpenter Paper Co.; decorations, C. M. Carter, Bird & Jex.

Mitcheltree Starts New Copy Service

Russel Mitcheltree has established the Advertising Copy Service, Chrysler Bldg., New York.

For the past five years Mr. Mitcheltree has been copy chief of the motion-picture division of Lord & Thomas, Inc., New York.

Phillips Appointed

Harry H. S. Phillips, Jr., has been appointed Philadelphia manager of *Life.* Mr. Phillips joined *Time's* advertising staff a year ago, coming from *The New Yorker.* He was formerly with N. W. Ayer & Son, Inc., in the New York and Philadelphia offices.

Arbee Adds Account Men

Duane Wanamaker and Ben Wilson have joined the Arbee Advertising Agency, Inc., Terre Haute, Ind., as account executives.

● "Mamma" . . . "Is breakfast ready, dear?" . . . "Where *is* that laundry man" . . . "Darn that telephone" . . . "Why yes, we'd be glad to, this evening" . . . Busy scenes, similar to these, are happening every day, from morning through evening, in homes all over the country—homes in which you hope housewives will give full attention to your own particular advertising story.

Make a "date" with her . . . . when you will gain her attention

So, now, alert advertisers are making "dates" with housewives and business women at the MOVIES. Here, for two hours, they are in a world apart from their busy daily routines. With eyes and ears glued to the screen, your prospects absorb everything they *see and hear.* They are in their most receptive mood. Then—suddenly, swiftly . . . before they can lower their natural curtain of sales resistance—your Minute Movie flashes on the screen and speeds through your sales story. There is nothing else present to distract their attention!

Use the facilities of General Screen Advertising, Inc. to make these "Minute Movie dates" with as few or as many prospects as desired from an average weekly attendance of 25,000,000 people! Over 6,500 theatres available in more than 4,300 cities and towns.

Write for comprehensive brochure

Get the facts about this remarkable new major medium—read how prominent advertisers use Minute Movies with profit—write for brochure today—no obligation.

It SHOWS 'EM and TELLS 'EM *that's why IT SELLS 'EM*

GENERAL SCREEN ADVERTISING, INC.
WRIGLEY BLDG.
CHICAGO, ILL.

FOR SALE
2,665,000 Buyers!

REAL bargains are hard to find. Street & Smith "Plumbline" Magazines do, however, offer every advertiser a *real bargain* in advertising media. Their 2,665,000 readers are rich in buying power—are those that are benefitting most by the change in distribution of the nation's wealth! The recent S. & S. "Point of Purchase" readership survey shows the following division of S. & S. readers by income.

PERCENTAGE	INCOME
5.3%	$7,401 and over
15.5%	$2,601-$7,400
39.5%	$1,401-$2,600
39.7%	$1,400 and under

Compare these figures with any other study of incomes!

Equally important is the fact that over 18% of Street & Smith readers buy no other magazines—only 5.6% read any other *pulp* magazine.

DOWNTOWN BOSTON, with Institute of Technology Buildings, and Harvard College Just Across the River in Cambridge

BOSTON is the buying center of an OUTSTANDING market which buys more advertised products per capita than any other trading area its size in the United States. The Boston Post is the OUTSTANDING newspaper.

More than a THIRD-OF-A-MILLION families prefer **The Boston Post** to any other newspaper. They are extra good customers. They compose the largest grouped buying power in this market where the people who have the largest per capita savings deposits in the Nation live — and, they all have one thing in common, their favorite daily newspaper is **The Boston Post**.

Here is QUANTITY and QUALITY, too.

BUYING POWER
of BOSTON POST Reader-families
by Annual Income Groups

$10,000 and over	4,706 families
$5,000 to $9,999	47,219 families
$3,000 to $4,999	128,480 families
$2,000 to $2,999	91,155 families
$1,000 to $1,999	82,926 families
Under $1,000	5,297 families

Boston Post circulation parallels purchasing power throughout this important market and reaches the better type of families in every income group. They are the customers who have the desire to buy and the money to buy with.

When you tell your sales story to this, New England's largest and most able-to-buy reader audience, you have made the most of an OUTSTANDING sales opportunity.

The Boston Post

Net paid daily average circulaton for the year ending March 30th, 1937,

359,783

By far the largest daily circulation of any newspaper in New England.

Right something

THE PHILADELPHIA INQUIRER
NOW HAS NEARLY 99,000 MORE DAILY
CIRCULATION THAN ANY OTHER
PHILADELPHIA MORNING NEWSPAPER!

THE PHILADELPHIA INQUIRER
NET GAIN IN ADVERTISING LINAGE IS
MORE THAN TWICE THAT OF ALL OTHER
PHILADELPHIA NEWSPAPERS COMBINED!*

*First Quarter 1937

THE Greater

PENN: *Pray tell me, Benjamin, what is all the excitement I hear in Philadelphia?*

FRANKLIN: *The Inquirer has brought the liberals and the conservatives together—a great achievement, William.*

...t! ...HAS HAPPENED IN PHILADELPHIA!

FROM 267,170 circulation daily to 394,401* in nine months! *Largest morning newspaper circulation in Philadelphia—and Pennsylvania—by nearly 99,000!*

From 656,699 Sunday to 925,609*!

Largest Sunday circulation in Philadelphia—and Pennsylvania—by over 500,000!

Yes, indeed, things HAVE happened in Philadelphia—*a tremendous shift to The Inquirer!* As these figures for both daily and Sunday prove.

Such dramatic gains could not originate from an accident—only from sound design.

Now Philadelphia has long been regarded as the cradle of conservatism—and it still is. But it's got a lot of liberals, too.

So the new management of The Philadelphia Inquirer set out to do what any far-sighted publisher would do. *Add* the liberals to the conservatives! And it gave Philadelphia liberal opinion something it had never had . . . the No. 1 commentators . . . the No. 1 columnists . . . the ace features, the ace writers of America . . . the cream of the comics . . . women's pages increased three-fold!

And the liberals climbed aboard by the thousands!

So now through *one* newspaper the advertiser can reach both the conservative and the liberal. And you *must* reach both in order to cover the billion-dollar Philadelphia market!

And because The Inquirer so surely does this, its advertising gains the first quarter have been as great as its circulation advances. It carried MORE ADVERTISING than any other Philadelphia newspaper, morning or evening. *It made more than TWICE the net gain in linage of all other Philadelphia newspapers combined!*

If you follow trends, you now know where to invest your money in the Philadelphia market to get the greatest sales return!

DAILY — 394,401* • SUNDAY — 925,609*

*April Net Paid Average

A B C PUBLISHER'S STATEMENT — 6 MONTHS ENDING MARCH 31st, 1937

DAILY — 354,721 • SUNDAY — 893,118

Philadelphia Inquirer

PUBLIC LEDGER

M. L. Annenberg, Publisher

Representatives: NEW YORK, H. A. McCandless; BOSTON, M. L. Tyler; SAN FRANCISCO, Keene Fitzpatrick; CHICAGO, DETROIT, ST. LOUIS, Guy S. Osborn, Scolaro & Meeker, Inc.

Brings Hubby Home, Airlines Copy Stresses

Chicago, May 14.—Sex appeal in a message to brides under the catchline "Fewer Husband-less Nights," rather than a weighty discussion as to the merits of airplane engines, is one of the themes stressed in new copy of American Airlines, Inc., breaking today in metropolitan newspapers along the system's route.

Instead of dealing with planes and new schedules, copy will point out to the bride that her business man husband can leave Chicago and be in New York in less than four hours via American Airlines and in consequence he can be home to sleep, rather than spending the night en route.

Another advertisement addressed to "Expectant Mothers" will declare that flying has been approved by leading obstetricians as a mode of travel for mothers to be. Further copy will be headed "Beauty Secrets," showing that the lack of fatigue in air travel is beneficial to feminine appearance; "Business is a Race," pointing out the need of getting there first to close important deals; and "A Short Cut To Your Own Bed," depicting the air traveler as home in a few hours and tucked away in his own bed.

"Other products are translated to the public in terms of benefits derived by the consumer," C. R. Smith, president, said, "so why not air transportation? Why not show the potential air traveler the direct benefits in the saving of time and comfort, excellent meals served aloft, in money in his pocket by getting him there first and in a happy home life aided by less nights on the road?"

P. P. Willis Corporation is the agency in charge.

Spindler Retires

Fred J. Spindler, treasurer for the past 17 years of the Anfenger Advertising Agency, Inc., St. Louis, Mo., has retired. H. C. Dreyfus, Jr., formerly with Arthur C. Smith & Co., accountants, will take over his duties.

Biolite Expands

C. B. Graves, general sales manager, Biolite, Inc., New York, maker of bubbling letter advertising displays for interior store use, announces the formation of a retail sales division to cover the New York metropolitan area.

CENSUS REPORT SHOWS DROP IN JOBBERS' SALES

Increase in Branch Distribution Pictured

Washington, D. C., May 11.—Jobbing difficulties which lead to the push for amending the Clayton act and culminating with the Robinson-Patman law were related today in a special study of the Census Bureau, tabulating the proportion of manufactured goods distributed through wholesalers and jobbers, distributed by manufacturers through their own wholesale branches and sold direct to retailers.

Since 1929 a declining trend was noticeable in goods sold through jobbers, while an increase occurred in the proportion distributed through manufacturers' own branches, according to the report. Sales direct to retailers increased from 20 per cent in 1929 to 22.9 per cent in 1935.

The census data indicated the various primary channels of distribution in 1935 by 134,392 manufacturing plants. Selling value, f.o.b. factory prices, of all goods sold or transferred during 1935 by these plants, amounted to $43,801,214,000.

87% of Total Sales

Sales through primary channels amounted to $38,212,860,000, or 87.3 per cent of total sales; the remainder were inter-plant transactions, exports invoiced direct from plants and other sales not distributed through usual channels or not allocated.

Analyses of the sales of 91,688 plants for which data for 1935, comparable with data for 1929, were obtained, reveal numerous changes in the relative importance of the primary channels of distribution used by certain industries or groups of industries, between 1929 and 1935. Comparing the industry groups as a whole, however, few significant changes are apparent.

Most important are the declines during this interval in the proportion of distributed sales to wholesalers and jobbers, 31.8 per cent in 1929 and 27.3 per cent in 1935, and sales direct to industrial and other large users, 26 per cent in 1929 and 24 ¢ per cent in 1935.

Direct Sales Increase

On the other hand, sales to manufacturers' own wholesale branches are shown to have increased from 18.0 per cent in 1929 to 20.6 per cent in 1935. Sales direct to retailers, including chains, increased from 20 per cent in 1929 to 22.9 per cent in 1935.

An example of the effect of one phase of an industry upon the group with which it is combined is the Stone, Glass and Clay Products group. Sales to wholesalers and jobbers by this group decreased from 49.8 per cent in 1929 to 18.8 per cent in 1935, reflecting the increase in the practice of cement companies of distributing through their own wholesale branches. This is equally marked in the group classified as "Iron and Steel and Their Products," which shows a decrease in sales to wholesalers and jobbers from 34.1 in 1929 to 13.4 in 1935.

The report, studying all industries as a whole, shows, that in order of importance, the various channels of primary distribution used by manufacturers in 1935 were:

	Per cent of Total Sales
To industrial and other large users	24.5
To wholesalers and jobbers	23.2
To retailers of all types (including chain stores)	19.2
To own wholesale branches	17.1
To household consumers	1.8
To own retail stores	1.5

Expenses Are Shown

Of the 134,392 manufacturers represented in all industry groups, a total of 116,473 sold their products exclusively through their own sales organizations, and accounted for 91 per cent of total sales. The remaining 9 per cent of sales were made by 4,314 plants selling exclusively through agents, brokers and commission houses, and by 13,605 plants selling part of their output through such middlemen.

The survey shows, for the first time, the number of manufacturers' employees engaged in distribution activities and the costs of distribution incurred at manufacturing plants, which include pay roll of distribution employees, salesmen's traveling expenses, advertising, credit and collection expense, bad debts and a portion of overhead expenses allocated to distribution through primary channels.

There is a decided lack of uniformity among manufacturers in classifying and recording such expense data, with a resulting inconsistency in reporting to the census. However, comprehensive expense data are included for 53,029 of the total plants covered by the report, with 48.9 per cent of total net sales. For this number, the report shows an expense ratio of 9.4 per cent, divided into 4.1 per cent distribution pay roll and 5.3 per cent other distribution expenses.

INAUGURATE NEW POSTER EXHIBITION

With posters from numerous foreign countries on hand, Russell L. Davis (left), association director of the Franklin Institute; G. Carter Morningstar, Graphic Arts curator; Alex Brodovitch, artist, and Dr. Christian Brinton, art critic, put final touches on the "New Poster" exhibition which will continue at Philadelphia through June.

Grant Starts National Institutional Series

Full color pages in *The American Weekly* are scheduled by W. T. Grant Co., New York, in launching a national campaign to supplement local newspaper advertising. Copy for this company which operates 475 stores will combine an institutional and merchandising theme.

N. W. Ayer & Son, Inc., New York, is the advertising agency. James C. McGrath is advertising manager for the company.

Ferger Promoted

Stanley A. Ferger, formerly in charge of rotagravure advertising for the *Cincinnati Enquirer*, has been named advertising director to succeed T. Norman Williams.

"U. S. News" Moves

New York headquarters of United States News Publishing Corporation, has moved to the 17th floor of the RCA building. James L. Bray is in charge of the New York office.

New Sullivan Address

Margaret Sullivan Surveys have a new New York address at 31 Park ave.

STANDING ROOM ONLY!

WHEN the Seattle Post-Intelligencer invites the housewives to attend a meeting, nothing short of the Civic Auditorium will accommodate the six thousand and over housewives who attend. April 28th we "packed the house" *to capacity* for the fourth consecutive time, since January 1st, 1937.

Which just goes to prove that the women read the Seattle Post-Intelligencer and women are *your* market—they spend the money.

Invest your advertising dollars wisely in Seattle—use the Post-Intelligencer, the largest and most widely read newspaper in the State of Washington!

Circulation TODAY!
102,407 ..... DAILY
208,067 ..... SUNDAY

March forward in Seattle with the Forward Marching

Seattle Post-Intelligencer

Represented Nationally by Hearst International Advertising Service
Rodney E. Boone, General Manager.

Are You Bringing Out
... a new model?
... a new item?
... a new improvement?
"Put it over" economically with
PRODUCT-STAMPS
—the new Advertising Medium that almost every business can use every day.
Product-Stamps get attention for your illustrated sales-message in a dozen different ways. Yet their cost is so trifling, you can use them freely every day of the year!
Read all the remarkable facts about Product-Stamps in this interesting, illustrated booklet. It's full of ideas your business can use with profit.
Address McLaurin-Jones Co., Brookfield, Mass.
Product-Stamps can be produced by any printer or lithographer using
Free
McLAURIN-JONES Gummed Papers
GUARANTEED
FLAT
Copyright—1937—McLaurin-Jones Co.

DOMESTIC ENGINEERING PUBLICATIONS *Announce*

NEW PLUMBING and HEATING

June will see the birth of a new publication . . . PLUMBING AND HEATING NEWS. With its 50,000 circulation, this new tabloid will blanket the entire plumbing and heating industry.

FOR some time a need has been developing in the plumbing and heating industry that is not being met by any existing service. This need is a product of improving business and changing conditions and has now developed to a point where it should be met.

The top 35.1% of the contractor-dealers who do 77% of our industry's business are being ably served by DOMESTIC ENGINEERING, but the 64.9% of the contractor-dealers who do the balance of the business have little or no knowledge of, or contact with, what is being done in the industry nationally.

The up-swing in business and the rapid expansion of the plumbing and heating industry, has recently attracted many new men . . . the business is new to them . . . they are unaware of the many problems that changing conditions have brought about . . . ignorant of the encroachments being made on our industry . . . they must be assimilated if our industry is to continue to be unified . . . they must be taught the traditions of the trade so that they may acquire the master artisan's pride in his craft.

Many others have been in the plumbing and heating business for a number of years but have never really become a part of the industry . . . they should be made to see their work, not as an individual business but as a part of a large and growing industry . . . the problems of the industry should be placed squarely before them . . . their interest in these problems awakened so that they will not only be in the industry but become a part of the industry.

For it is only by uniting the efforts of the entire plumbing and heating industry that the leaders can meet and solve successfully the many problems of the industry that have been brought about by changing conditions.

And these same changing conditions that have brought about so many new problems are also bringing forward new leaders . . . and these new leaders are coming in increasing number from the 64.9% group . . . so there is a great need . . . and this new publication will fill that need . . . to encourage these men . . . to hearten them . . . to help them in a practical way.

Next year's outstanding example of merchandising and engineering skill is today working out his plans . . . alone and unaided . . . in some obscure shop. To him this new publication . . . PLUMBING AND HEATING NEWS . . . will bring help and encouragement.

It will not only go into the shops of the old established leaders now reading DOMESTIC ENGINEERING but it will also go into the shops of new members of the industry and to old established contractor-dealers not now being reached . . . . it will go into every shop in the country . . . it will supplement the effort now being made by DOMESTIC ENGINEERING to build . . . for the present and for the future . . . a bigger and a more unified industry.

DOMESTIC ENGINEERING will continue to reach the top group of contractor-dealers early in the month. This new supplement will be issued in mid-month . . . it will appear in handy tabloid form . . . it will give information quickly and in an interesting manner . . . it will be carried about and read.

Forms for the first issue of PLUMBING AND HEATING NEWS . . . June . . . will close June 14th. For additional information, rates, etc., write DOMESTIC ENGINEERING PUBLICATIONS, 1900 Prairie Avenue, Chicago, Illinois.

Direct Selling Efforts Opened for New Rexair

Detroit, May 12.—A unique device which combines vacuum cleaning with air conditioning has been entered in the home appliance field by Rexair, Inc., Detroit, of which Fred J. Fisher is chairman of the board.

The Rexair cleaner is a bagless device which water-washes air at the same time it picks up dust from rugs and upholstered furniture. It consists of a light upright unit and a wand attachment which does the actual cleaning.

Distribution is being expanded rapidly and already covers the central and eastern sections of the country. At present the concern is utilizing direct selling in homes as its principal means of distribution and is not contemplating national advertising.

KOB Appoints Blair

Albuquerque Broadcasting Co., Albuquerque, N. M., operators of KOB, soon to be an NBC affiliate, have appointed John Blair & Co. as their representatives in the national field.

SUN SYMPHONY

This new three-color die cut counter display, with a warm seasonal appeal, is being distributed by Lucretia Vanderbilt for Sun Tan Oil. N. W. Ayer & Son, Inc., Philadelphia, created the display.

Joins Spirits Institute

Leonard V. Harrison, co-author of the Rockefeller-sponsored studies, "Toward Liquor Control" and "After Repeal" has become research director of Distilled Spirits Institute, New York.

HAIL TARO AS 3RD INDUSTRY FOR HONOLULU

Production May Rival That of Pineapple

Honolulu, May 8.—In Taro flour, one of its most prolific products, Hawaii may soon have a third national industry to rival that of pineapple canning and sugar in its scope of national distribution and advertising, it was indicated today with the announcement of the organization of Hawaiian Taro Products, Ltd., by a group of the Islands' most influential business executives.

Frank C. Atherton, chairman of the board of Castle & Cooke, will be president of the newly formed company. Plans for a $30,000 factory have been drawn, with construction expected to begin at once. Initial production plans call for an output of 2,500 pounds of flour daily.

The company will specialize in the manufacture of taro flour and a taro malt extract containing taro flour, chocolate and sugar for beverage use in soda fountains, hospitals and homes.

Local Promotion Staged

Promotions staged by several local bakeries for taro bread have indicated a likely consumer demand, with these concerns having no difficulty in selling several hundred loaves per day.

In another test conducted by the army, infantry men of one company were fed taro bread for a period of one month. Reports on this test state that the high content of the taro resulted in weight increases and improvement in general health and that more than the average amount of bread was called for by the men.

Incorporators of the company have named Gaston J. Ley as plant manager and chemical engineer. Mr. Ley has previously carried on taro investigations under the A.A.A. program financed by the payment of sugar benefit funds.

Original capitalization of the company at $60,000 will eventually be increased to $2,000,000 it is said. Advertising for the present is confined to the local market, but with wider distribution an expanded schedule may be launched, it was said.

WINNER IN MOVIE PROMOTION EXHIBITION

Selected as the most effective 24-sheet poster for promotion of a motion picture in 1936, this Warner Brothers' piece was exhibited at the Associated Motion Picture Advertisers display in New York. Joseph Tisman created the poster.

"Hoosier Farmer" in Big Gain for May

Commercial lineage of *Hoosier Farmer*, Indianapolis, amounted to 6,644 lines in May. Its report was received too late for inclusion in figures published last week.

The commercial total for May, 1936, was 3,739 lines, giving the paper a gain of 77.69 per cent.

Perry Is New WTAG Commercial Manager

Howard Perry, until recently director of Station WQXR, New York, has been appointed commercial manager of Station WTAG, the *Worcester Telegram and Gazette* station.

A new transmitter has been completed for WTAG.

McCullough Promoted

The Mercury Manufacturing Co., Chicago, has appointed Phillip K. McCullough advertising manager. Mr. McCullough has been with the company since 1933.

Terpezone in New Quarters

Terpezone, Inc., Chicago, manufacturer of air freshening devices, has moved to 738 Washington blvd.

P&G to Renew Fidler Gossip Over NBC Red

New York, May 13.—Procter & Gamble will start their 21st current program on NBC when Jimmy Fidler launches another series of Hollywood gossip broadcasts over the NBC-Red network Friday, May 21, at 10:30 p. m., EST, in the interests of Drene Shampoo. H. W. Kastor & Sons, Inc., Chicago, is the agency.

P & G's Wednesday night program with Vic and Sade, now on the NBC-blue network at 10:45 p. m., EDT, will shift to Fridays at 10:45 p. m. EDT, starting May 21, on the NBC-Red, Red Mountain and Coast network. The program, for Ivory soap, will follow the Jimmy Fidler broadcast. Compton Advertising, Inc., New York, is in charge.

Tuesday, May 11, saw the start on the Mutual and Don Lee nets of the program sponsored by the Skol Company, Inc., New York, maker of antiseptic sunburn lotion. It will be heard at 12:15-12:30 p. m., featuring the Hollywood Sunshine Girls, through Peck Advertising Agency, New York.

"Young Hickory" is the name of Procter & Gamble's 22nd NBC program, which started May 10, originating at WMAQ, Chicago, at 11:45 a. m., CDST, to be heard Mondays through Fridays. It is in the interests of Drene, and brings the P & G total to 79 broadcasts a week. The agency is H. W. Kastor & Sons, Inc., Chicago.

Haller Extends Gin, Whisky Campaign

An extensive advertising and sales campaign has been launched by the Haller Distilling Company, in behalf of Haller's Private Stock Blended Whisky and Sloe Gin which is now on sale at all Pennsylvania State Liquor Stores.

Formerly these products were only available in the Western part of the state.

Atlantic Gas Expands

Atlantic States Gas Co., which used 45 newspapers in April in New York and Pennsylvania, has approximately doubled its use of newspapers for May. The company two operating subsidiaries, East Penn Gas Co., and Mohawk Gas Co., are using 88 papers. Kimball, Hubbard & Powell, Inc., New York, is the agency.

F and S and R

FULLER & SMITH & ROSS

We seem to be the kind of agency that advertisers think of when the sales manager needs a huskier yoke-mate, or when widely diversified products must be supported but not pampered in the budget; in short, when there is a lot of work to be done to earn our pay.

CLIENTS

Aluminum Company of America
The Aluminum Cooking Utensil Co.
Aluminum Ore Company
Aluminum Seal Co.
American Can Company
American Lumber & Treating Co.
Art Metal Construction Co.
The Austin Company
The Bassick Company
The Bryant Electric Co.
The Bryant Heater Co.
Capper-Harman-Slocum, Inc.
—*Michigan Farmer*
—*The Ohio Farmer*
—*Pennsylvania Farmer*
Central National Bank *of Cleveland*
Chase Brass & Copper Co.
Cleveland Fruit Juice Co.
Commonwealth Shoe & Leather Co.
P. & F. Corbin
Country Life—American Home Corp.
—*The American Home*
Detroit Steel Products Co.
Emery Industries, Inc.
Fostoria Glass Co.
The Fox Furnace Co.
The B. F. Goodrich Co.
—*Associated Tire Lines*
—*Goodrich and Miller Drug Sundries*
Harpers Magazine
Hotels Statler Co., Inc.
Wm. H. Jackson Co.
Kensington Incorporated of New Kensington
Lake Erie College
The Leisy Brewing Co.
Lewis & Conger
Lincoln Bag Company
Mark Cross Company
News-Week
New York University
The Pennzoil Company
Printers' Ink
The Standard Register Co.
The Strong-Carlisle & Hammond Co.
The Templin-Bradley Co.
Trundle Engineering Co.
University School
Virginia Hot Springs Co.
—*The Homestead Hotel*
Westinghouse Electric & Manufacturing Co.
Westinghouse Electric Supply Co.
Westinghouse Lamp Div.
West Penn Power Co.
The WGAR Broadcasting Company
The Wood Shovel and Tool Co.
The Wooster Brush Co.
The Wooster Rubber Co.

NEW YORK
444 Madison Avenue
★
CLEVELAND
1501 Euclid Avenue
Advertising

KEYSTATE announces that its entire poster plant is sold out to September 1, 1937 . . . and regrets its inability to take care of recent requests for 24-sheet coverage.

Keystate

OUTDOOR ADV. CO., INC.
356 East 42nd St., N. Y. C.

8 Co-ops List '36 Sales Gain of 5 Millions

New York, May 11.—Sales increases totaling more than $5,000,000 in 1936 were recorded by eight major co-operative wholesale associations handling groceries, petroleum products and farm supplies, The Co-operative League of the U. S. A. reported this week. Total volume for 1936 was $27,798,641, compared with a total of $21,938,693 in 1935.

Henry A. Wallace, Secretary of Agriculture, in a pamphlet published by the League, declares that "co-operative philosophy is the vital idea of the 20th century that is bound to translate itself in time into the hard facts of social mechanisms and reality." He adds that "the co-operative way of life must pervade the community and there must be consumer co-operatives as well as producer co-operatives."

Expand Customer Service

Leaders in the co-operative movement, reporting in the May issue of *Annals*, publication of the American Academy of Political and Social Science, Philadelphia, state that the scope of co-operative activity is gradually being expanded to include more and more services to consumers. National committees, they state, are formulating plans for entering the fields of medicine and housing on a larger scale and one organization recently installed its own plant for the manufacture of automobile greases.

The test of the movement's "real solidarity and efficiency," in the opinion of E. St. Elmo Lewis, Detroit counsel in trade and consumer relations, and author of "Critique of Consumer Co-operative Theory and Practice," will come in the chain store field. Thus far, he states, American co-operatives have not organized to meet chain store competition, but a possible move in this direction is anticipated "when the co-operatives grow more numerous." In Great Britain, he points out, the growth of the co-operative movement antedated appearance of the great chains, in contrast with the early spread of chains in this country.

Hanff-Metzger Changes Name to Buchanan & Co.

Effective May 15, the Hanff-Metzger Advertising Agency changes its name to Buchanan & Co., Inc. Thomas S. Buchanan, who has been with the agency for 18 years and became president two years ago, continues in the same capacity.

The New York office of the agency will move into new quarters at 1501 Broadway. Branches are operated in Chicago and Los Angeles.

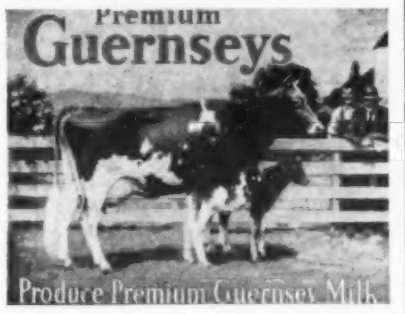
Hotel Managers Give Prizes to Advertisers

The Pick Hotels Corporation, the National Hotel Management Company chain and the Traymore, Atlantic City, won the three awards in the advertising contest sponsored by the Atlantic City Hotel Sales Managers Association during the New Jersey State Hotel Exposition held there May 4-7.

Leaves "Mademoiselle"

Desmond Hall has resigned as editor of *Mademoiselle*, New York, to join Jacques Chambrun, Inc., literary agents of New York.

CORONATION CALF



Birth of a calf to Champion Green Meadow Melba gave the American Guernsey Cattle Club an opportunity to tie up with the coronation. The calf was named "Coronation Melody."

Goodrich Opens Second Series on Public Policy

Akron, O., May 11.—A second series of local newspaper advertisements has been scheduled by the B. F. Goodrich Co. in a campaign described by T. G. Graham, vice-president, as contributing greatly to the understanding of the realities involved in current problems of industrial compensation.

Full page copy will set forth the company's policy as regards wages and hours of work, in much the same fashion used in the first campaign of seven advertisements outlining the Goodrich policy of industrial and public responsibility.

J. D. Tew, retiring president, told stockholders at the annual meeting that first quarter operating results of the company were the best in a number of years, although with earnings reported only semi-annually, figures were not released. Profits for the first half of 1936 were $2,727,606.

S. B. Robertson, executive vice-president and director, was elected president to succeed Mr. Tew.

Ernest Smith Resigns

Ernest H. Smith has resigned as advertising director of the *Gasoline Retailer*, New York.

Fight Heavy Tax on Distributors

Chicago distributors of advertising material and samples have organized to fight a proposed tax of 50 cents per 1,000 pieces, which they regard as prohibitive.

The distributors are supporting a counter proposal of an annual tax of $100 a year on agencies and a small monthly fee on individuals.

Gavin Heads "Post"

Winfield A. Schuster, widely known in Massachusetts politics, has acquired control of the *Worcester Post*, and announces the appointment of W. G. Gavin, formerly of the *Boston Herald*, as editor and general manager.

The Largest Daily Newspaper Circulation in the entire west.
Concentrated 95.7% right in Los Angeles and Suburbs.
ONE HUNDRED PER CENT Clean, Cash Paid Circulation—not a single reader or subscriber secured through Premiums, Contests, or other "Forced Circulation" methods.
Advertisers in The Los Angeles Evening Herald and Express reach Six out of every Ten Families in the Los Angeles City Area—taking a tremendous bite of one of the richest markets on earth, Without Duplication, and at One Low Cost.
Naturally, this newspaper has for years, carried MORE Display Advertising (BOTH Local and National) than any other Daily on the Pacific Coast.
LOS ANGELES EVENING
HERALD AND Express
NATIONAL REPRESENTATIVES:
PAUL BLOCK AND ASSOCIATES
AVERAGE DAILY CIRCULATION
•285,511
12 MONTHS ENDING MARCH 31, 1937
The Number One Daily Advertising 'Buy' in Los Angeles

IN Atlanta USE WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Reps: E. KATZ SPECIAL ADVERTISING AGENCY

Seek to Implant Lastex In Trade and Public Mind

New York, May 11.—To solidify general public and trade acceptance of the name "Lastex," United States Rubber Products, Inc., is launching a small space campaign in women's magazines to supplement the regular Lastex campaign. The new campaign is concentrating upon registration of the trade name in the public mind rather than upon the product the name represents.

Apparently keeping in mind a recent court decision by which E. I. du Pont de Nemours & Co. lost control of exclusive rights to use of the word "cellophane" which du Pont claims to have originated and established as the designation for the widely used transparent wrapping, U. S. Rubber Products is insisting that the name "Lastex" appear in all cases with an initial capital and be enclosed within quotation marks, or that, if the name is displayed in advertising matter, it be accompanied by the phrase, "Reg. U. S. Pat. Off."

Best evidence of the extent of the company's feelings in the matter is its willingness to spend money to educate trade and public that "Lastex" is the trade marked name applied to an elastic yarn of exclusive manufacture.

While "Lastex" is one of the country's widely advertised products, owners of the name pay the bill for relatively little of this advertising.

START NEW WEST COAST MAGAZINE

These men will direct the new Western Home Magazine, to be published in September, with publication offices in San Francisco: Loring A. Schuler, editor and publisher; Stuart O. Blythe, secretary; Samuel G. Blythe, president; Frank J. Taylor, associate editor, and Frank H. Bell, advertising director.

Joins Ziff-Davis

Hugh W. Winslow has joined the advertising staff of the New York office of the Ziff-Davis Publishing Co., publisher of *Popular Photography* and *Popular Aviation*.

Full Page Copy for BMA Proves Out in Results

Kansas City, Mo., May 13.—Test of the efficacy of full page newspaper advertising of one specific insurance policy, was completed here last week by the Business Men's Assurance Co., through Ferry-Hanly Co., with immediate results reported as "more than paying the bill."

The test, conducted with Kansas City as the A market and Wichita, Kan., as the B market, opened with full page newspaper insertions February 28. The advertisements featured a direct selfish appeal on the company's "Double to Sixty" policy. This policy has as its selling feature a double indemnity up to age of 60 with little additional cost to the insured. The first insertion was followed by a quarter page within a week and three more quarter page insertions at two week intervals.

Two of the quarter page insertions and the full page were patterned after advertisements of a hard selling nature, while the remaining two quarter pages were regular institutional copy. The hard selling advertisements outpulled the institutional copy better than two to one.

It is believed that this is the first time a full page newspaper advertisement selling one definite policy of an insurance company has been used.

The campaign, which opened with the newspaper spreads containing coupons, was followed by direct mail and salesmen's calls. Although little was expected of the coupon other than to induce the reader to make up his mind, Ferry-Hanly officials said results show that 20 per cent of inquirers were sold within a month of the advertisement.

PROSPECT PROMOTION

HOW STRONG, HEALTHY MEN CAN GET
$10,000 INSTEAD OF ONLY $5,000
OF INSURANCE TOMORROW, FOR A FEW DOLLARS MORE
FREE
BUSINESS MEN'S ASSURANCE CO.

This full page newspaper copy for Business Men's Assurance Co., Kansas City, is part of a test campaign in two markets being staged through Ferry-Hanly Co., with copy theme as well as space size being studied.

Corn Belt Dailies in Gain of 23.08%

Commercial display of the Corn Belt Farm Dailies gained 23.08 per cent in April, when the group carried 167,047 lines, compared with 135,720 lines in April, 1936. The April figure for livestock and poultry display was 27,775 lines, a gain of 19.6 per cent over the 23,222 lines carried in April, 1936.

The papers comprising the group, all issued daily except Sunday, are *Chicago Daily Drovers Journal*, *Kansas City Daily Drovers Telegram*, *Omaha Daily Journal-Stockman* and *St. Louis Daily Live Stock Reporter*.

Meyer Heads Truscon Division of Housing

Arthur C. Meyer has been appointed manager of its newly formed housing division by Truscon Steel Co., Youngstown, O.

The company will offer a steel frame or chassis for residential construction, which will allow the owner to give any desired interior or exterior treatment. Contrary to rumors, Truscon will not engage in pre-fabrication of houses.

Too Much 'Self' in Advertising, Professor Says

Chicago, May 11.—"There is too much 'Little Jack Horner' attitude among manufacturers and advertisers—too much inclination to tell 'what a bright boy I am,' and too little effort to find out exactly what the customer wants," Dr. George Crane, Northwestern University psychologist, told the Chicago Federated Advertising Club last week.

Too much manufacturing and selling is based on what the maker wants to do, and too little on actual study of what the market wants, he said, in urging more careful market analysis and study of psychological factors in manufacturing and selling.

Another important point in selling is to make every piece of advertising intrinsically interesting, so that it leads prospects into the sales message. Recipes in advertising, devices such as animal reproductions on packages and the use of blotters were quoted as examples of selling influences in which the message or container in itself has some intrinsic value to the prospect, whether he is directly interested in the product advertised or not.

Contests and coupons are other devices which can be used successfully to make advertising interesting in itself, Dr. Crane said.

Davenport Appointed

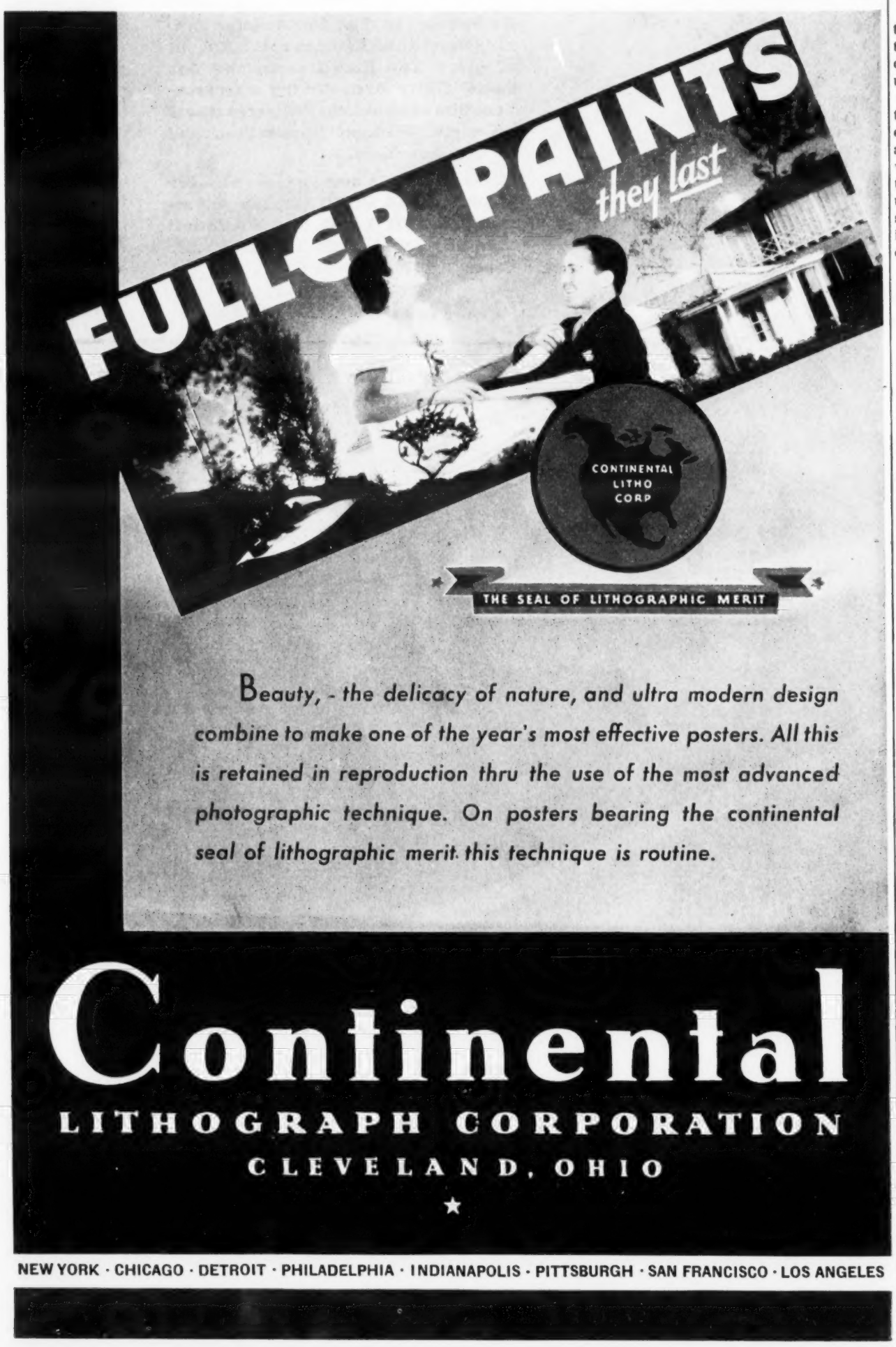
Erwin R. Davenport, a director of the company, has been appointed general manager of the two Rochester Gannett newspapers, the *Democrat and Chronicle* and the *Times-Union*.

Plan Hollywood Conclave

August 1 has been set as the date for the Hollywood conclave of field managers of the Radio Transcription Co. of America. C. C. Pyle, president, will be host.

"Forbes" Opens New Office

Forbes has opened a branch office in the Terminal Tower building, Cleveland, with Edward L. Bowman as manager.



Beauty, - the delicacy of nature, and ultra modern design combine to make one of the year's most effective posters. All this is retained in reproduction thru the use of the most advanced photographic technique. On posters bearing the continental seal of lithographic merit this technique is routine.

Continental
LITHOGRAPH CORPORATION
CLEVELAND, OHIO
★
NEW YORK · CHICAGO · DETROIT · PHILADELPHIA · INDIANAPOLIS · PITTSBURGH · SAN FRANCISCO · LOS ANGELES

SPEED and SUPER-SPEED

By Rail—By Air. Ship your mats, halftones, everything you make and use, by Railway Express—the complete nation-wide rush service. 23,000 offices. Fast, through rail routing. For super-speed, use super-swift AIR EXPRESS—2500 miles overnight. Low, economical cost. Quick pick-up. Intelligent handling. Prompt, accurate, receipted deliveries. For day or night service, phone the nearest Railway Express office.

RAILWAY EXPRESS AGENCY INC.
NATION-WIDE RAIL-AIR SERVICE

N. Y. COMPANY WORKS FOR BOTH MAKER, RETAILER

N. Y. House Replies to Robinson-Patman Charge

Washington, D. C., May 13.—The Robinson-Patman Act, designed to obtain buying equality for independent retailers, will, on the contrary, put many of them out of business if held constitutional, according to a reply filed by Oliver Brothers, Inc., New York City, with the Federal Trade Commission today.

The F. T. C. charged Oliver Brothers with illegally receiving brokerage fees or commissions from manufacturers without rendering any equivalent service, labor transmitting the brokerage to buyers in full. While admitting the latter charge, Oliver Brothers contend that they earn the commissions.

Keystone Emery Mills, Philadelphia, manufacturer of grinding devices and one of the manufacturers named with Oliver Brothers as respondents, have notified the F. T. C. that they did not know that commissions paid to Oliver Brothers were passed on to buyers, and that since issuance of the complaint, payment of such fees has been discontinued.

Oliver Brothers, Inc., outlined its case as follows:

"Respondent purchases on behalf of its clients, which are many small manufacturers, processors and producers, and renders a great and substantial service to such sellers, in obtaining for them outlets for their products. Many of these small manufacturers, processors and producers would find it difficult, if not impossible to dispose of their output to advantage, except through respondent.

"Many of these small manufacturers, producers and processors produce goods which are not nationally advertised, and which are therefore not generally known to the consuming public by trade-marks or brands, although the quality of their products is equal to that of many such nationally advertised brands. They find it necessary to offer to prospective purchasers and distributors lower prices as inducements to purchase their products."

Besides the services enumerated, the company also tests the quality of products and renders other valuable aid, the brief contends. Passing the fees along to the independents is essential if the latter are to survive in their competition with chains, the company concluded.

New Ward Hicks Office

Ward Hicks Advertising, Albuquerque, N. M. has moved to new quarters at 318 W. Gold st.

Hagstrom Adds Engraving

Hagstrom Co., New York, has added to its map making, publishing and lithographing facilities an engraving unit, with the purchase of Empire State Engraving Corporation. The unit will be known as Hagstrom Photo Engravers, Inc., 20 Vesey st.

N. Y. C. Appoints

The New York Central Railroad System has appointed Kimball, Hubbard & Powel, Inc., to handle advertising for its freight traffic division.

Ingraham Appointed

Phillip B. Ingraham has been appointed Eastern manager of *Advertising Displays*.

CHIEF EXECUTIVES

Frank Babcock, (left) former Nash advertising manager, has been named new advertising manager of U. S. Gypsum Co. Harry A. Smith, veteran coal sales executive, is new president of The Delaware, Lackawanna and Western Coal Co., New York, and the Blue Coal Corporation, New Jersey.

Promote New Pay-As-You-Go Check Branch

New York, May 10.—Claiming the distinction of being the first bank to provide special premises and facilities for "pay-as-you-go" check users, the National Safety Bank and Trust Company of New York at 1400 Broadway today opened new offices across the street to serve as exclusive banking quarters for Checkmaster patrons.

Continuous counters have been installed instead of the conventional tellers' windows in order to eliminate waiting lines and to accommodate the more than 40,000 depositors using the system. Present arrangements, consisting of 12 receiving, six adjustment and six paying tellers' desks, are made up of identical prefabricated units which can be added to as needed.

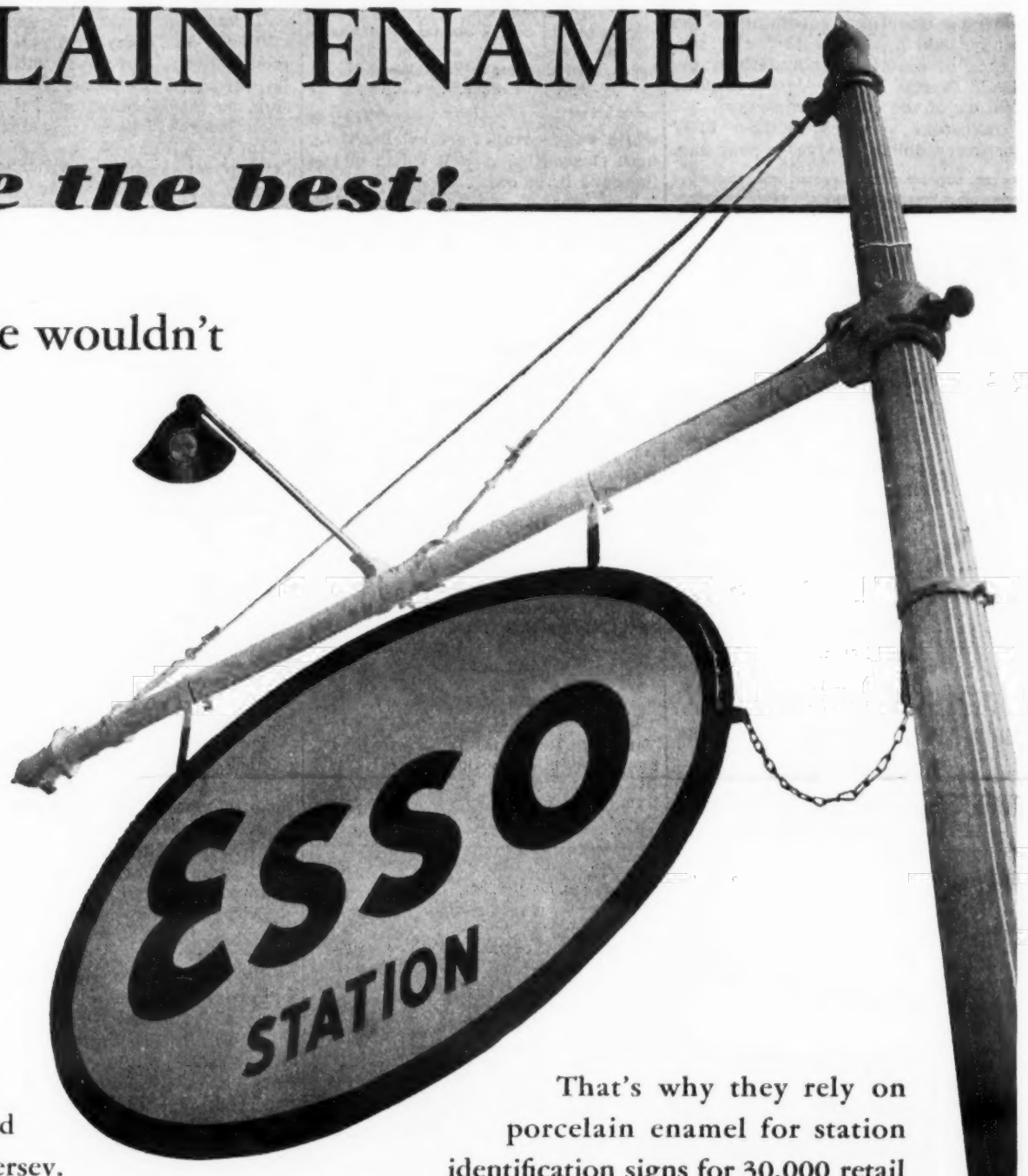
Copy in metropolitan newspapers is being augmented to announce the new branch. Kayton-Speiro, Inc., is the agency.

The bank claims to be the originator of the Checkmaster plan which was started in 1935 under the aegis of Alexander Efron, vice-president. Under the plan the bank collects five cents for each check drawn or item deposited.

PORCELAIN ENAMEL

must be the best!

. . . or these people wouldn't depend upon it for 30,000 retail outlets in 18 states from Maine to Louisiana . .



● If "the proof of the pudding is in the eating thereof"—then we don't have to go beyond the experience of Standard Oil Company of New Jersey. They *know* which signs give the greatest dollar value. They *know* which sign material is most durable and efficient under all circumstances and in all climates.

That's why they rely on porcelain enamel for station identification signs for 30,000 retail outlets, as well as for the signs on their thousands of motor tank wagons. Write today for a free copy of the book "Porcelain Enameled Signs."

PORCELAIN ENAMEL INSTITUTE, Inc.
612 North Michigan Avenue • Chicago, Illinois

DURABILITY BEAUTY ECONOMY
PORCELAIN ENAMEL
Fused on Metals

PORCELAIN ENAMEL THE Lifetime Finish

STOCK PHOTOS!
50 NEW SUBJECTS JUST PRODUCED—GET YOUR SELECTION NOW!
They are all good usable photos that will reproduce. Write or phone to have us send you a group for selection on the subjects you need.
SHIGETA-WRIGHT, INC.
351 E. Ohio St., Chicago Superior 6064
NEW YORK REPS.
BLACK STAR PUBLISHING CO.
480 LEXINGTON AVENUE

Public Income Rises 32 Cents, Costs, 9 Cents

Minneapolis, May 13.—Even salaried workers, who have difficulty in adjusting incomes to rising costs, are in a more favorable position now than a year ago, according to a study made by Cambridge Associates, Inc., for Investors Syndicate, of Minneapolis.

The research organization found that salaried workers are now receiving $1.14 for every dollar put into their pay envelopes a year ago, while living costs are only $1.09.

The average public income has risen to $1.32 for every dollar received a year ago, according to the study, which asserts that the tendency of costs to lag materially behind income gains is a unique feature of the current recovery.

Investors are now getting $1.47 for every dollar received a year ago, while wage earners are getting $1.34, both classes being well ahead of the increase in prices.

The survey showed rents to be leading the rising cost parade, with a gain of 13 per cent over a year ago. Food is up 7 per cent and clothing, 2 per cent.

PICTURES NEED COSMETICS

Let us apply the "make-up" to your display photographs. By our new, patented Color-Glos process we can produce colored prints in large quantities, quickly and economically. Every detail is beautifully and accurately colored. Write or telephone for samples and prices.

CRAFTSMEN PHOTO COMPANY, INC.
245 W. 55TH STREET, NEW YORK
Circle 7-1920

PIPING HOT PROBLEMS

Solaced by his pipe, Douglas Wakefield Coutlee, Merck & Co. advertising director, is caught by the candid cameraman, talking over an art problem with his agency art director in his Rahway, N. J., office.

"Herald and News" Becomes a Daily

The *Herald and News*, Newberry, S. C., formerly published three times a week, became a daily April 26, and the name was changed to *Newberry Daily Herald and News*.

Callahan Leaves NBC

Vincent F. Callahan, formerly sales manager of NBC stations WRC and WMAL, will leave Washington May 17 to become general manager of WWL, New Orleans, La., owned and operated by Loyola University.

Adams to G-C-N

Taylor Adams, formerly with Young & Rubicam, Inc., New York, has joined Geyer, Cornell & Newell, Inc., New York, as an account executive.

Catch this girl

at the PLASTIC AGE!

Catch Screenland Unit's young women at the PLASTIC AGE of brand buying *and you'll reap nine extra years of sales dividends!* The average age of Screenland Unit's female readers is 25.5 years, exactly 9.2 years younger than readers of Older Women's Magazines. Tell your sales story to these modern young women when their buying habits are being formed for a lifetime. Younger women start buying earlier, repeat oftener.

SCREENLAND UNIT
SCREENLAND • SILVER SCREEN
45 West 45th St., New York City
Chicago: 400 N. Michigan Ave.—Los Angeles: 530 W. 6th St.

Getting Personal

There's a Jack Jr. at the home of **Jack Potter**, G.O.A. . . **Mabel Search** of *Pictorial Review* and **Alma Jacobus**, *Time*, have taken a triplex apartment on Seventy-sixth st. . .

Mr. and Mrs. **Roy Sarles Durstine**, R. S. Durstine, Jr., and Miss Kathrine Durstine, sailed on the Normandie for the Coronation and a motor tour in Scotland. They'll be back late in June. . .

On the Kungsholm May 1 was **Anne Cashman**, of Lennen & Mitchell's art department. **Henry Bristol**, Bristol-Myers Co., and **Will Y. Preyer**, Vick Chemical Co., attended the coronation. . . **Bill Field**, youthful publisher of the Rutland, Vt., *Herald*, was in New York May 1. **Warren Chamberlain**, of *Mademoiselle*, is in Bermuda. . .

And just to vary the formula, **William R. Tracy**, v.p. of Hudson Motors, returned with his family April 29 from Southampton, on the Washington. . .

George Willens, president of George Willens & Co., Detroit typographers, is one of those lucky persons who just missed being on the ill-fated Hindenburg. He had planned to return on the Zeppelin May 6 with his son to attend the coronation. "I'm going to stay in the United States and keep out of air bags," said he this week. . .

Capt. B. B. Kimball, assistant advertising manager of the Pontiac division, General Motors, recently tendered a gift by publication representatives on his completion of 20 years with the company, countered last week with autographed photographs for the boys. . . **Roy Topper**, staff artist for the *Chicago Evening American*, gave a demonstration of how to pick the daily double at Aurora May 8, winning $940. . .

By way of amplification: **Robert D. C. Meeker**, of Metropolitan Sunday Newspapers, sailed with **Russell Pierce** and **Richard Hubler**, whose departure for Russia was mentioned herein last week. . . And **George Scher**, Lennen & Mitchell, completes the note on his Havana trip with the information that he'll meet up with **Norman Terry**, Anfenger agency, St. Louis, and **Matt Bonebrake**, commercial manager of WKY, Oklahoma City. They plan to get, never mind how, a small craft and go meandering about amongst the keys and things—they may or may not find Havana, but expect to be pleased if they do. . .

K. H. Seidel, Oldetyme's a.m., became the father of a daughter May 2, name of Ann Margaret. . . **Charles Dallas Reach**, Newark agency head, is off to New Brunswick for a two-week fishing bout. . . Engagement is announced of **Ross Harris**, CBS, to Louisa Munroe, Litchfield, Conn. . .

R. N. Weill, s.m., WISN, Milwaukee Hearst station, was in New York last week. . . Starts the annual migration to the country. **Paul MacNamara** (*Harper's Bazaar*) has leased a house at Smithtown, L. I. . . **Jack Runyan**, L&T radio chief in Los Angeles, is the father of a son. . .

J. Walter Thompson corner: **Harry Kerr**, of the radio department, has to be coaxed to tell about new son John, born May 4. . . **James Kennedy, Jr.**, copy group head of JWT'S Chicago office, was in New York last week. . .

Fanshawe Lindsley, publisher of *National Golf Review*, was married May 6 to Elizabeth Glover. . . **Thomas Quinn**, v.p. and g.m., Dorland International, Inc., is in Europe on business. . .

The Indiana Art Association award has been given to **Cecil Head**, Caldwell-Baker Advertising Agency, Indianapolis, for his painting, "Indiana Potato Planters," in the current exhibition of work by Hoosier artists at the John Herron Art Museum, Indianapolis. . .

L. C. Monroe, a.m. of *Welding Engineer*, has returned to his work after an interruption while he had his appendix lifted. . . **Howard M. Buckman**, a.m. of F. J. Stokes Machine Co., has been appointed b.m. of George School, co-ed preparatory school at Newton, Pa. . .

Halsey Davidson, Chevrolet art director for Campbell-Ewald Co., has designed an attractive art director's office in the Detroit General Motors building to fit his own needs. . . **Henry B. Humphrey**, founder of the Boston agency of that name, will be honored at a testimonial dinner May 19, the occasion being his 50th anniversary in the advertising profession. . .

A tug boat shower is being given by **Fred Dalzell**, the New York "tug boat king" for **John Winters** (E-W), slated to marry Janice Kennedy, whose father is **Jim Kennedy**, of Primrose House and *Yachting Magazine* . . .

Here's a baby who'll never lack for scientific and intelligent care—young **Mr. Hecht**, whose father is publisher of *The Parents' Magazine*, and whose mother is active in child welfare organization. He was born April 27 at Doctors' Hospital. . .

Kerwin H. Fulton, head of Outdoor Advertising, Inc., was re-elected a director of the U. S. Chamber of Commerce for the third time, representing the Domestic Distribution department. . . The word "definitely" has been outlawed from Station WCKY, Cincinnati, because **L. B. Wilson**, president, opines that it is being overworked quite definitely on the air and in print. . .

PARTY CLOTHES

The candid cameraman spotted Frank Chaffee, Good Housekeeping, Chicago, in this informal pose during a recent "baby party" gathering of agency and media executives.

NOMINEE

Advertising manager of the Fashion Co., Columbus, O., Mrs. Mary Morgan has been named Columbus' entry for the Josephine Snapp Memorial trophy.

STIMULATING SETTING

Making business a pleasure, Halsey Davidson, Campbell-Ewald Co., Chevrolet account art director applied his talents to redesigning his office in modernistic fashion.

Canadian Farm Monthlies Gain 23.35% for May

Chicago, May 12.—Two Canadian farm monthlies carried 39,475 lines of commercial display advertising in May, for a gain of 23.35 per cent over the 32,001 lines published in May, 1936, according to publishers' reports to ADVERTISING AGE.

Three Canadian farm weeklies carried 130,750 lines of commercial display in April, the last month for which complete figures are available. This total compares with 124,701 lines in April, 1936, the gain being 4.85 per cent. The increase is actually much larger, since two of the three published five issues in April, 1936, compared with only four in the corresponding month of this year.

Commercial display carried by *The Farmer Magazine*, Toronto monthly, amounted to 20,933 lines in May, compared with 17,378 in May, 1936, the gain being 20.45 per cent. In addition, *The Farmer Magazine* published 2,161 lines of livestock and poultry display in its current issue, against 1,975 in May, 1936.

The Country Guide and Nor'-West Farmer, published monthly at Winnipeg, carried 18,542 lines of commercial display in May, 1937, compared with 14,623 a year ago, for a gain of 26.8 per cent.

How Weeklies Fared

In the weekly field, *Family Herald and Weekly Star*, Montreal, published 39,424 lines of commercial display in its Eastern edition in April, compared with 40,632 lines in April, 1936. The Western edition carried 26,081 lines in April, 1937, in comparison with 27,188 lines in April, 1936. The current total of 65,505 lines represents a loss of 3.42 per cent from the 67,820 lines carried in April, 1936, when five issues were published.

Free Press Prairie Farmer, Winnipeg weekly, carried 43,940 lines in April, 1937, compared with 40,566 lines in April, 1936, the gain being 8.31 per cent.

The Western Producer, Saskatoon weekly, enjoyed a gain of 30.58 per cent, with 21,305 lines of commercial display in its April issues, compared with 16,315 lines in April, 1936. The number of issues was the same for the two years.

Quad-Color Formed

Quad-Color Displays, Inc., has been formed in Philadelphia to produce window and counter displays and other point of sale advertising. The company will also maintain a photographic department. Joseph and James Friel and Fred Burnham, all formerly of the Reber-Friel Co.; and William Perelstrus and C. L. Speer, both formerly with the Chromart Co. comprise the personnel.

FAIR TRADE LAWS WILL NOT EFFECT PREMIUMS: DUNK

Legislation Discussion Highlights P. A. A. Convention

Chicago, May 11.—Fair trade laws in various states will not have an adverse effect on the use of premiums in promotion if such laws are properly interpreted, Howard Dunk, secretary of the Premium Advertising Association reported to members at the annual convention and National Premium Exposition here last week.

With 2,000 buyers and sellers of premium merchandise in attendance, the convention was highlighted by discussion of legislative problems and addresses by C. C. Younggreen, executive vice-president, Reincke-Ellis-Younggreen & Finn, Inc.; Wayde Grinstead, sales promotion director, Columbia Broadcasting System, Chicago, and Floyd Hockenhull, publisher, *Circulation Management*, Chicago.

E. Evalyn Grumbine, assistant publisher and advertising director, *Child Life*, Chicago, also conducted a symposium by eight children who related their reactions to premium offers. Another symposium of this nature presented six Chicago housewives in personal reactions to premium advertising, and C. M. Hall, soap department, Swift & Co., Chicago, conducted one in which six retail merchants discussed phases of premium advertising.

Legal Outlook Good

Four battles waged by the Association against state legislation in Wisconsin, Oregon, Pennsylvania and Minnesota, were reported to the group by Charles W. Dunn, association counsel, who emphasized the fact that in each case the Association had been successful in thwarting laws deemed eminently unfair to premium sponsors. Impending legislation in Oklahoma and Florida is likewise expected to meet defeat, he said.

The premium in any plan should tie up with the product and that the product rather than the premium should receive the most emphatic sales promotion Mr. Younggreen emphasized, pointing out the advantages and pitfalls of this type of merchandising.

Must Watch Premiums

While momentum of sales can be accelerated by premiums, he said, the merchant who employs this promotional aid is nevertheless traveling a road of more than one hazard.

"Progressive suppliers offer as a premium something immediately evident to any reader as a valuable adjunct to the fullest satisfaction from the use of the supplier's product, and generally at a cost less than the consumer would have to pay for the article," he declared.

"Advertising copy, window and counter display should frankly state that the premium is offered for just one purpose: To get the product tried and to secure good will for it over an indefinite period."

A well organized dealer or merchant hook-up and essential worth of the product promoted were also emphasized by Mr. Younggreen as necessary for successful premium promotion. It is sound practice, he added, to make premium offers self sustaining and to offer an article not readily available elsewhere.

"Any method of moving goods, if fair and ethical, has a place in the new era of merchandising," he declared. "You need to keep your public thinking about you."

Freez-Master Bows

Freez-Master, new freezer two feet square and 50 inches high, containing freezer and compressor in the center section, is being introduced by Freez-Master, Beloit, Wis.

Allen Joins Hans

Sidney H. Allen, who has been with McCann-Erickson, Inc., New York, for the last 20 years, has become a member of the firm of John Hans, New York, commercial photographer.

Coming Conventions

May 17-19—Southern Newspaper Publishers Association annual convention, Hotel Arlington, Hot Springs, Ark.

May 18-19—Inland Daily Press Association spring convention, Sherman Hotel, Chicago.

May 20-22—Associated Business Papers, Inc., annual convention, The Homestead, Hot Springs, Va.

May 30-June 1—Associated Grocery Manufacturers' Association annual convention, Hot Springs, Va.

June 13-17—Pacific Advertising Clubs Association annual convention, Salt Lake City, Utah.

June 20-23—Advertising Federation of America annual convention, Hotel Pennsylvania, New York.

June 20-23—Newspaper Advertising Executives Association annual convention, Hotel Pennsylania, New York.

June 20-23—National Association of Broadcasters annual convention, Hotel Sherman, Chicago.

June 21-25—National Retail Dry Goods Association mid-year convention, Palmer House, Chicago.

July 5-10—Continental Advertising Association, Paris, France.

Aug. 23-27—Photographers' Association of America annual convention, Stevens Hotel, Chicago.

Sept. 13-16—Annual convention, Financial Advertisers Association, Syracuse, N. Y.

Sept. 22-25—National Industrial Advertisers Association annual convention, Edgewater Beach Hotel, Chicago.

Oct. 10-13—Mail Advertising Service Association annual convention, Hotel Cleveland, Cleveland.

Oct. 11-15—Direct Mail Advertising Association annual convention, Hotel Statler, Cleveland.

W. L. Dennis Changes

William L. Dennis, formerly art director of *Spur*, New York, has resigned to assume similar duties with *Sports Illustrated*, New York.

Alfred Decker & Cohn Inc.

Society Brand Clothes

416 South Franklin Street

Chicago

ALFRED DECKER, PRESIDENT
HARRY M. ULLMANN, VICE PRES.
R. O. BURNS, VICE PRESIDENT
C. E. GELB, VICE PRESIDENT
V. D. BERRY, TREASURER
I. N. HASKELL, SECRETARY

NEW YORK, 200 FIFTH AVENUE
MONTREAL, 400 ATLANTIC AVENUE

WHEN REPLYING, REFER TO DEPT.

April 19, 1937

Partridge & Anderson Company
712 Federal Street
Chicago, Illinois

ATTENTION: Mr. A. R. O'Meara

Gentlemen:

In checking comparative costs of this season with last season, it is gratifying to find that we have effected a saving of nearly 70% through the universal use of your Direct Pressure Precision Mat over the ad plate electros used formerly. This saving includes shipping costs, which obviously are much lower than the cost of shipping ad plates.

Furthermore, we are fully satisfied with the effective reproduction of the halftone subjects that comprise our service to dealers.

Your Direct Pressure Precision Mat has been the solution of a problem that has existed with us for some time, and we thought you would be interested in receiving the above figures and an expression of our satisfaction.

Very truly yours,

ALFRED DECKER & COHN

George M. Forbes

GMF: JW

SOLVED!

Your keenest interest is respectfully directed to the second line in the last paragraph of the kindly comment of Mr. Forbes. "Problems" are made to be *solved*. And Direct Pressure Precision Mats have automatically ended fine newspaper reproduction worries, care, grief. *You* should prove this.

Partridge & Anderson Company

For Thirty-seven years Proponents of the best in Tenaplate Electrotypes, Nickeltypes, Lead Moulds, Pacotypes, Stereotypes, Direct Pressure Precision Newspaper and Magazine Mats, Rubber Printing Plates

712-732 FEDERAL STREET · CHICAGO

In Baltimore, it's WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

50 STORES TO HAVE TESTING LABORATORIES

Branch Service for Consumer Education Designed

Chicago, May 11.—Plans to establish branch testing laboratories in 50 stores throughout the country to widen use of consumer education as a method for building both sales and store confidence were revealed today by J. A. Nary, local manager, U. S. Testing Co., Inc.

The Taylor store, Cleveland, O., is the latest addition to the first unit of five stores with intra-store testing laboratories.

The main Wieboldt store, Chicago, and F. & R. Lazarus, Columbus, O., have had branches for some time, while negotiations are under way for similar installations in Cincinnati and Indianapolis.

Mr. Nary said that completion of this group of five is contemplated this summer, with another unit of five to be added in the fall in New England states. Extension will continue until approximately 50 stores throughout the country have availed themselves of this service, he said.

Customers See Tests

One of the most important features of the testing laboratory in the store is its proximity to the customer. In some instances it is being set up as a window display in order that the methods used and the actual tests may be seen by the customer.

Designed chiefly to increase confidence in the merchandise sold and in the claims made in advertising, the laboratory, Mr. Nary said, also serves the store as a means to test and check upon the quality of the merchandise sold to them.

Each store laboratory is regularly visited by an executive from the company's home office in Hoboken, N. J., to keep the tests on a strictly impartial basis. In signing for the installation of the laboratory, the store pays $520 with a weekly charge of $75 for its maintenance.

Part of Broad Program

In the case of Wieboldt's, the laboratory supplants another education project sponsored by the store. This is the dissemination of over 1,000,000 booklets relating important value buying facts in a wide range of merchandise. Distributed as package inserts and occasionally through the mail, the information part of these booklets, prepared by the Household Science Institute, Chicago, does not refer to any brand names, but tells the customer what to look for and what to expect in the buying of silk hose for example. Advertising is found in the booklet, but separately from the factual matter.

Coincident with the distribution of these shoppers guides, the Household Science Institute meets with sales heads in giving them instruction which is designed to aid them in being of service to the customers.

Although definite figures are not available, the general reaction has been most satisfactory, said C. K. Hayes, managing director of the Institute. Indication of the response is found in the many requests for the booklets which have come from women's clubs, Parent Teacher Associations, home economists and others than customers.

Tied to Promotion

Major use of the laboratory in the Wieboldt store thus far has been in testing merchandise received from vendors, said P. A. Mendelsohn, assistant merchandise manager, although it has received prominent mention in two recent store-wide promotions on shirts and house dresses. Point of sale reminders, bearing the approval emblem are placed on counters in all stores emphasizing that merchandise which has been tested.

Wider promotion of an institutional nature in connection with the work of the laboratory is scheduled to appear shortly, said Mr. Mendelsohn.

CONSUMERS SEE PRODUCT TESTS

Shoppers clinics throughout the country is the objective of U. S. Testing Co., Inc., which is completing installation of the third branch testing laboratory unit in the Taylor store, Cleveland. Fifty stores are to be similarly equipped under current plans.

POST-DISPATCH IS PICKED FOR PULITZER AWARD

Held First in Community Service in 1936

New York, May 10.—"For its exposure of wholesale fraudulent registrations," the *St. Louis Post-Dispatch* was awarded the Pulitzer prize for community service at the annual alumni dinner of the Graduate School of Journalism, Columbia University, at the Hotel Biltmore, last week. The award, a $500 gold medal, will be formally presented at the Columbia University commencement in June.

The cartoon award of $500, of which none was found worthy last year, went to L. D. Batchelor, *New York News*, for his anti-war drawing. Anne O'Hare McCormick, of the *New York Times*, will receive $500 for her foreign correspondence, being the first woman to figure in the major Pulitzer awards. John W. Owens, editor of the *Baltimore Sun*, was awarded $500 for his editorials. The board in charge was unable to find an outstanding piece of reporting and ordered the $1,000 prize divided among five.

The citation to the *St. Louis Post-Dispatch*, read by President Nicholas Murray Butler, of Columbia University, said that "By a co-ordinated news, editorial and cartoon campaign, this newspaper succeeded in invalidating 40,000 fraudulent ballots in November and brought about appointment of a new election board."

Win Honorable Mention

Honorable mention for community service went to the *New York News*, for its campaign for public health and against venereal disease; *Providence Journal* and *Evening Bulletin* for a study showing that taxes eat up 14.74 cents of every dollar spent by the average family; *Cleveland Press*, for its campaign against a cemetery racket, and *Atlanta Journal*, for an expose of political corruption.

The award for editorials was made "for distinguished writing limited to the editorial page, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in what the writer conceives to be the right direction."

Honorable mention in this field was extended to W. W. Waymack, associate editor, *Des Moines Register and Tribune*.

CHILD LEADER

Dominant child illustrations feature the new institutional series of the Marine Trust Co., Buffalo, in newspapers through Batten, Barton, Durstine & Osborn, Inc.

"Stag" Appears

Stag, new monthly pocket-size magazine for men, appeared May 6. Publisher is Leeds Publishing Corporation, New York. The price is 25 cents.

Ferger in New Post

Stanley A. Ferger, formerly in charge of rotogravure advertising for the *Cincinnati Enquirer*, has been named art director, succeeding T. Norman Williams, resigned.

Forstner Plans Campaign

Forstner Chain Corporation, New York, announces that plans are under way to advertise their better-grade line of jewelry in a national campaign to break in the fall. Schedule and copy are being prepared by A. W. Lewin Co., Inc., Newark, N. J.

Three Appoint Reiss

The Auto Whip Cream Corporation, New York, maker of automatic whipped cream dispensers, has appointed Reiss Advertising, Inc., New York, to direct a campaign in business papers.

Appoints Fountain

Lester R. Fountain, formerly with *Interior Design and Decorator*, New York, has been appointed advertising manager of *Junior League Magazine*, New York.

Patterson Elevated

Norman J. Patterson has been elected a vice-president of Parsons Paper Co., Holyoke, Mass. He has been in the sales department for the last nine years.

Stair Joins Meermans

Harry H. Stair has joined Howard Meermans, Inc., Cleveland agency, as manager of the radio department. He was formerly with Station WHK and with *Cleveland Plain Dealer*.

PAYROLLS UP 46% IN GRAND RAPIDS

The Grand Rapids Press
SHUNTS SOLONS OFF STRIKES QUIZ
Eight States Asked to Revive Wage Controls
WHITE HOUSE PASSES WORD?
U. S. LABOR UNIT ACTS ON RULING
Mayor Hints Bus Ideas
G. M. REPORTS NEW STRIKES
"What to Do for Money"
M'DEAN HITS COURT REVISION

Furniture Prosperity Focuses on the Grand Rapids Press

Production increases of 300 to 400% in Grand Rapids' leading furniture factories, make the Grand Rapids market one of the most active in America. The Grand Rapids Press covers it *completely* at *one-paper* cost! For further interesting information, write or call I. A. Klein, 50 East 42nd Street, New York, or John E. Lutz, 435 N. Michigan Avenue, Chicago.

THE OTHER 7 Booth Michigan PAPERS ARE:

Flint Journal
Saginaw News
Muskegon Chronicle
Kalamazoo Gazette
Bay City Times
Ann Arbor News
Jackson Citizen Patriot

SWEETEST PERFUME IN THE WORLD . . . EXHAUST GAS

● There be some, we're told, who wrinkle their effete noses at the pungent aroma of the exhaust. But to those with a nose for sales, the exhalation from a street full of moving automobiles makes the sweetest perfume in the world. For exhaust gas is as frankincense and myrrh to the marketwise advertiser.

More cars mean more money—for everything. Chicago leads the United States in new car sales, and WBBM leads in Chicago in automotive advertising, carrying ***more local automotive advertising than all other major stations combined . . . six times as much as its nearest competitor.***

This can't be guesswork on the part of Chicago's astute automotive advertisers, either, for every automotive account on WBBM is a renewal—proof that WBBM gets results.

WBBM CHICAGO

50,000 WATT KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York, Chicago, Detroit, Los Angeles, San Francisco

MANAGERS TELL OF TRICKS THAT JUMPED SALES

New York, May 11.—How the Navy was sold Lucky Strikes when they were an unknown brand, how old can openers were used to sell a vacuum can product, and how a pencil provided the talking point for selling adding machines were among the "ho-hum crashers" related yesterday by members of the Sales Executives Club of New York at its weekly luncheon session at the Hotel Roosevelt presided over by Richard C. Borden, assistant to sales director, The Borden Co., as chief ho-hum-mer.

Each of the speakers was limited to two minutes for presenting his most successful method of opening closed doors. The examples chosen illustrated elements of showmanship immediately arousing interest, as, for example, asking a personal question, making a challenging statement, or asking the prospective customer to express his opinion.

The Lucky Strike story was told by Ralph S. Williams, General Sales Manager, Faber, Coe & Gregg, Inc., who back in 1917 introduced his product to a large segment of the Navy by jumping on top of an ice box with two cartons of cigarettes and one of the to-become famous toasting pans. Result: 70,000 cigarettes sold within a few days.

By first sending the grocer an old-fashioned can opener and then later asking for it and throwing it out the door, Walter A. Lowen, placement specialist, made a hit selling Wesson's vacuum packed oil. The follow-up to the throwing act consisted of telling the grocer, "You won't need that can opener any longer."

Pencils Make Point

By engaging the interest of his prospect in the shortcomings of the pencil as an adding adjunct, Arthur W. Ramsdell, sales consultant, Ramsdell & Haase, affiliated with Daniel Starch, crashed many a hitherto closed sales gate in behalf of adding machines.

Other speakers included Harry Kuesel, New York manager, Phoenix Mutual Life Insurance Co., who cited the effectiveness of reprints of current advertisements in personal solicitation; Leon Brenn, advertising manager, Schenley Import Corporation, whose crashing technique comprised a challenging statement which led directly into a discussion of the means by which it could be materialized; and Ladson Butler, president, Ladson Butler, Inc., who sold juvenile encyclopedias by getting the parent to dilate upon the educational methods used in Johnny's school.

Howard Evans, division sales manager, Iron Fireman Manufacturing Co., advised salesmen to get past the forbidding telephone girl by leaving kits and cards at home. Alfred Robbins, president, Alfred Robbins Organization, told how the Pittsburgh Plate Glass Company contacted thousands of small customers by means of a memo pad containing order cards. Getting your man by traveling with him all the way from Chicago to Denver was the subject treated by Saunders Norvell, Ingersoll & Norvell. Unusual attention getting devices were demonstrated by Harry Latz of Harry Latz Service.

Paul Ryan, Ryan, Leach & Goode, sales consultants, divulged the sure-fire effectiveness of selling gas stations by playing a crazy tune on their cash registers and by replying to any remonstrances this strange behavior aroused with the statement: "I'm not here to sell you anything. I'm just wearing out your cash register." He also related the method of appealing to all of the five senses whereby one of the large chains increased its coffee sales more than 200 per cent.

Opens Atlanta Office

Outdoor Advertising, Inc., New York, has opened an office in Atlanta, Ga., in charge of Manning Wakefield.

Frazier Heads New Michigan Bumper Unit

James H. Frazier has been placed in charge of a newly established specialties division of the Michigan Bumper Corporation, Detroit. J. O. Buckeridge & Co., Inc., Detroit, will handle national advertising for the new products, with A. L. Bogue, account executive.

Carah, Crooks, Added

Warn Carah, formerly account executive, Stevens-Farron agency, Detroit; and Lee Crooks, previously in charge of advertising promotion, *Detroit Times*, are new additions to the sales and creative staffs, respectively, of the Fred M. Randall advertising agency, Detroit.

NEW G-E MANAGERS

Ralph Cameron, (left) has been named assistant manager of the Specialty Appliance Sales Division, General Electric Co., Cleveland. Succeeding M. H. Boekman, Heman Greenwood has been appointed New York District sales manager, Edison General Electric Appliance Co., Chicago.

Spadea to Start "You"

James V. Spadea, of the advertising staff of *Woman's Home Companion* for the last nine years, has resigned, effective June 1, to launch a new women's magazine dealing exclusively with beauty. It will be called *You* and will be issued quarterly, starting in the fall. Mrs. Jean Spadea, fashion artist and designer of Bonwit Teller mannequins, will be associated with him.

Names Young & Rubicam

International Silver Co., Meriden, Conn., has appointed Young & Rubicam, Inc., to direct advertising for 1847 Rogers Brothers and Wm. Rogers & Son lines of silver plate. Young & Rubicam will continue as agency for the company's Sterling division.

Macfadden Names Durand

W. C. W. Durand, at one time advertising manager of *Physical Culture*, has been named to direct the advertising investigation department of Macfadden Publications. Dorothy A. Kemble, present director, will leave June 1 to become assistant editor of the continuity acceptance department of NBC.

WRC Gets More Power

The Federal Communications Commission has approved an application of the National Broadcasting Co. to increase the power of WRC, Washington, from 500 to 1,000 watts nights and from 1,000 to 5,000 watts days. Construction of a new $75,000 transmitter will start soon in nearby Maryland.

"COURTESY AMERICAN DRY MILK INSTITUTE"

DIAMONDS! Derived from the same basic element—but what a difference! A million or so years lies in between too. But they are both diamonds, though as different as day and night. One is sold by the carat—the other by the ton.

Engravings! All made from the same base metal—copper or zinc. But there is a lot of difference among them. Some are facsimile reproductions of your art work—your product—your idea; the same life, the same brilliance, the same color. Others are just pictures. The resemblance is there—but the life and the "personality" of the original are not.

It isn't strange that experienced advertisers of products known from coast to coast, are regularly depending upon the experience, the knowledge, the skill and the service of the Rogers Engraving Company. Nor is it strange that this company has become known by them as "Master Craftsmen of Photo Engraving." Why not join these wise advertisers and enjoy an experience in "contrasts?"

ROGERS ENGRAVING COMPANY

Adolph F. Buechele, *President*

Master Craftsmen of Photo Engraving

2001 CALUMET AVENUE • *Phone:* CALumet 4137 • CHICAGO, ILLINOIS

BETWEEN COVERS GAUGE FOR SPACE BUYING IS URGED

T.P.A. Stages Space Buying Symposium

New York, May 11.—Intelligent evaluation of the editorial contents of business and technical papers was advanced as the most important factor in space buying, at a symposium conducted last night by the Technical Publicity Association. A. L. Billingsley, president, Fuller & Smith & Ross, Inc., Cleveland, presented the agency's viewpoint; Malcolm Muir, president, McGraw-Hill Publishing Co., the publisher's position; and P. L. Thomson, director of public relations, Western Electric Co., the advertiser's point of view.

Mr. Billingsley pointed out that business and technical papers have emerged from the "figure fog era" which was prevalent 10 to 15 years ago and today are operating in the "What's between the covers?" era. Agencies and advertisers are more interested in the editorial job the paper is performing for its audience than in statistical charts and figures designed to tell the paper's sales story, he said.

Trends Are Told

"What's in the book? What makes it vital for its readers? What are the editors doing to keep abreast of the times?" were some of the questions propounded by Mr. Billingsley as an essential basis for determining the value of business and technical papers as advertising media. He also spotlighted 30 trends applicable to newspapers and general magazines as well as business papers, which he declared were important in shaping the destiny of all periodicals. Included were:

The trend toward brevity; greater use of photographs and illustrations; more color; rotogravure and offset printing; digests and pocket-size magazines; departmentalized magazines; tabloid format in trade and technical field; spiral bindings; bleed pages; launching new publications without advertising; success stories in media solicitation; larger page sizes; mid-month supplements and market bulletins by monthly periodicals; advertising copy that resembles editorial columns; controlled circulation in trade papers, farm and general magazines.

Mr. Muir expressed his agreement with Mr. Billingsley on the need for evaluating editorial contents more carefully. He urged space buyers to "find out what publishers think in terms of reader problems and solutions to those problems."

Mr. Thomson also stressed the need for more careful buying of business paper space on the basis of editorial excellence and knowledge of the field served. Industrial management has shown a tendency, he pointed out, "to view the purchasing of advertising as a job of minor importance to be entrusted to men of little experience."

More Circulation Verification

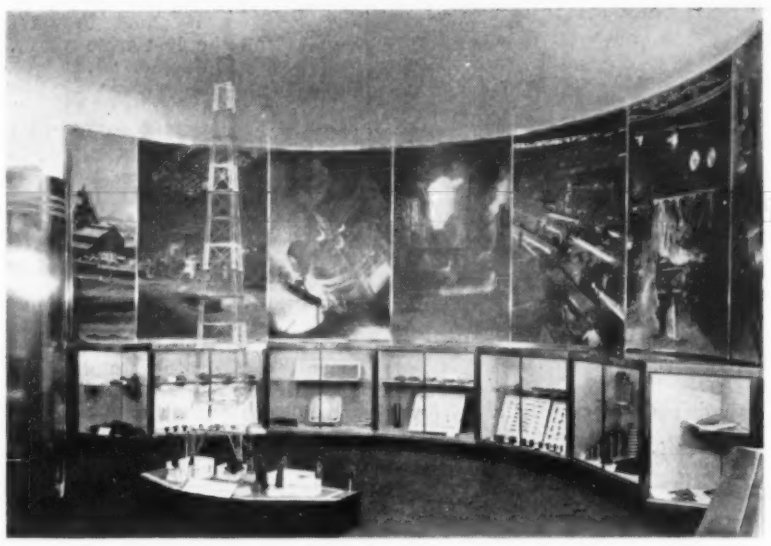
"I have always felt," he said, "that there is no substitute for knowledge at first hand of who the editors are, what is their conception of their service to the industry, what their qualifications to deliver such a service to the industry, what evidence there is of leadership previously provided, what assurance of selected readership, and what of reader responsiveness to editorial appeal."

Deploring the lack of verified circulation information offered in the business and technical paper field, Mr. Thomson pointed out that of 1,502 business publications only 261 or 15.6 per cent are A.B.C. members, and only 88 or 8 per cent are C.C.A. members. Of the total claimed circulation in the business press, he pointed out, only 44 per cent qualifies as A.B.C. and C.C.A., while 90 per cent of the total newspaper circulation in the U.S. and Canada is A.B.C., and 80 per cent of circulation in the farm paper and general magazine field is A.B.C.

Buyers Are Responsible

"There are two elements in circulation that publishers have to sell," Mr. Thomson said. "These are quantity and quality—and in denying your right to accurate knowledge of the former, in the light of emphasis they place on the latter, they are no more logical than the butcher who offers you an excellent cut of beef but says he has no scales. The pity of it is that buyers are alone responsible for this situation. There will always be some publishers who will take a chance of getting by without a check on their circulation claims and who will persist in ignoring the accepted rules of the game, until buyers make it clear that unsupported evidence of coverage will be penalized by no business or by reduced schedules."

LOBBY LENDS REPUBLIC SALES SUPPORT



This portion of the modernized lobby of Republic Steel Corporation, Cleveland, shows how this space has been converted into sales messages.

IRISH AGENCIES BENEFICIARIES OF NEW TARIFF

Protective Policy Causes Influx of Industries

Dublin, May 10.—The influx of industry into the Irish Free State following imposition of protective tariffs has resulted in a boom among advertising agencies of this country, with those of England laboring at a corresponding disadvantage.

C. E. McConnell, managing director of McConnell's Advertising Service, Ltd., said that his own billing has increased about 25 per cent in the last year, the gain being typical of the agency field. Much of the advertising now handled here was placed by London agencies prior to adoption of the new tariffs.

C. E. McConnell

Even then, however, the London experts leaned heavily on Irish agencies for advice as to media and copy. Mr. McConnell described the Irish mind as receptive to straightforward, simple copy, and inclined to resent long, intricate, reason-why appeals and any presentation savoring of snobbery.

Newspapers First Medium

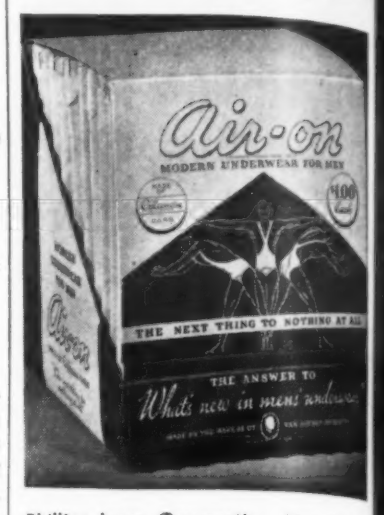
Newspapers are the primary medium in the Free State, radio advertising being confined to hospital projects. Irish radio addicts, like their British cousins, spend considerable time listening to Continental programs originating in Lyons and Luxembourg, but the size of the Irish audience has never been estimated accurately enough to justify heavy expenditures.

The government's use of advertising has exercised a beneficent effect on private initiative along this line. Business men who observed success of the Irish government's campaign for more wheat acreage and development of the peat (turf) industry have in many instances adopted the same methods. With an expenditure of $60,000, more than 100,000 acres was diverted to cultivation of wheat.

Mr. McConnell said the present problem of Irish advertising agencies is to sell the benefits of continuous promotion. Many industries opening new plants in the Free State are inclined to make one big splurge and then fade from the public eye. Agencies are, however, meeting with some success in educating their clients.

Regulation of advertising here is vested in the Irish Association of Advertising Agencies, which operates under a strict code. Members are forbidden to reflect upon individuals or the profession as a whole in their presentations, and no member may submit a campaign to the client of another member except by unsolicited invitation. Speculative preparation of detailed plans is also forbidden.

COMBINATION OFFER



Phillips-Jones Corporation, New York, is introducing a new shirt-shorts combination underwear for men, with this special display container effectively revealing the design of the original package. Eastern States Carton Co. created the display.

Campaign Aids Lamb Sales 42.1% Increase

The lamb advertising campaign, recently conducted by the National Association of Food Chains co-operating with 28 grower associates, is reflected in a 42.1 per cent increase in lamb sales by the chains for the United States. The 110 chains used 8,000 newspapers, 25,000,000 handbills, radio, poster and display advertising in the promotion.

Names Wertheimer

L. D. Wertheimer Co., New York, has been appointed by Schweppes, Ltd. of London, to handle a campaign for Schweppes Indian Quinine Water and to promote Gin 'n' Tonic as a summer drink. Arthur F. Sachtleben is account executive.

AT&T Signs for Fair

American Telegraph & Telephone Co. is the first national advertiser signed for the New York 1939 Fair. The contract calls for the erection of a building occupying more than three acres at a space price of $48,790.

"Star" Promotes Three

The *Minneapolis Star* has promoted S. G. Howard to local advertising sales manager; Nate Crabtree, assistant circulation manager, and James S. McAtee, assistant to the publisher.

Miller with Essex

Henry A. Miller has been appointed advertising and promotion director of Essex House, New York. He was formerly in charge of advertising and sales promotion of *Literary Digest*.

STOCK · PHOTOS

● Thousands of ready-to-use illustrations, on all subjects, are available for your inspection. Write, wire or phone . .

KAUFMANN & FABRY CO.
425 S. Wabash Ave. • Chicago
PHONE HARRISON 3135

. . . Get on it NOW!

Here Are Some of the Big Names Now on KTAT

PAUL WHITEMAN
JOE SANDERS
HENRY KING
BOB McGREW
TOMMY DORSEY
HERMAN WALDMAN
CARL HOFF
LEO REISMAN
KAY KYSER
DUKE ELLINGTON
FREDDY MARTIN
TED FIO RITO
STERLING YOUNG
DICK STABILE
MICHAEL ZARIN
EDDIE DUCHIN
BUDDY HARRIS
ENOCH LIGHT
HOWARD LANIN
LEO FREUDBERG
PALMER HOUSE ORCHESTRA
RHYTHM ORCHESTRA
LOUISE WELCHER, World Renown Pipe Organist
GABRIEL HEATHER, Noted News Commentator
"WE ARE FOUR," Famous Dramatic Sketch
THE RADIO GARDEN CLUB

KTAT—three times winner of Variety's award for showmanship, and recently selected by the Mutual Broadcasting System—is serving a vast, rich trade territory of more than one million listeners . . . offering outstanding radio entertainment, new shows, drama, religion, news and a coast-to-coast public service never before heard in Texas. Get on KTAT right away and get your share of business in the Fort Worth market.

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
RAYMOND E. BUCK, President
SAM H. BENNETT, General Manager

1000 WATTS . . . FULL TIME
KTAT

National Representatives:
FREE & PETERS, Inc.
New York Detroit Chicago
San Francisco Los Angeles

Window Displays—your closest contact with the buying public

Window Displays present your product to the public at points where it can be bought—window displays turn the interest created by your general advertising into sales—into new users of your product.

To secure maximum sales results from window displays the installation service must be the BEST. Leading national advertisers, whose window campaigns have been outstanding sales successes, place their installations in the hands of our nation-wide organization. They know that we will secure the choicest locations and that all their window displays will be installed uniformly, with true professional skill, and in the time scheduled.

For a copy of "Window Advertising" and list of 142 Associate Offices, covering 6,087 cities and towns, write

WINDOW ADVERTISING, INC., AND ASSOCIATES
175 Fifth Ave., New York 560 W. Lake St., Chicago

PRESENT LAWS MAY RESULT IN FROZEN PRICES

Francis Favors Simple Below Cost Prohibition

Baltimore, May 10.—Simple legislation which will prohibit retail sales at below cost without "freezing" prices is favored by Clarence Francis, president, General Foods Corporation, New York, he indicated in an address before the Independent Retail Grocers and Meat Dealers Association tonight. Mr. Francis implied, at least, that the Maryland fair trade act is unsatisfactory in some respects.

"As food manufacturers," said he, "we are against all types of unfair dealing. We favor such trade principles as will assure equality of opportunity in business without penalizing service and efficiency.

"When a manufacturer prices an article, he does so at his own risk. If the price is too high, either the consumer will not buy, or, if the article should prove popular, competition will enter the field and soon the price will be lowered to a proper figure. If the price stays too low, the manufacturer may have to go out of business, for none of us can continue to sell at a loss.

Philosophy of Pricing

"Sound pricing means that the price must be acceptable to the consumer and permit a reasonable margin of profit for the retail and wholesale distributors."

Legislated minimum prices tend to become the maximum, Mr. Francis said. In spite of that, he believes that the broad principles he sponsors can be translated into a workable law. At the same time, there is danger of too much legislation, he suggested.

"There is a vast difference between simple laws which prevent deplorable conditions and those which hamper normal dealings," he commented. "Legislation of the umpire sort, to insure fair trade, is needed and should be enforced. Mere laws, however, do not make prosperity."

Turning from the discussion of legislation, Mr. Francis predicted the employment of new copy appeals in food advertising of the immediate future.

Copy of the Future

"The food industry is now selling health and happiness," he asserted. "Scientific estimates show that the average length of life can be increased from five to ten years by intelligent selection of foods.

"But the food industry will purvey happiness in many other forms than those derived from longevity. Better foods banish grouchiness among families, make women more beautiful, give the worker more efficiency, put a new edge on our recreation and aid our thinking. While much progress has been made in attaining this goal, I believe we have only seen the beginning."

2 Name Critchfield

The Drake and Blackstone Hotels, Chicago, under the direction of A. S. Kirkeby, have named Critchfield & Co. of that city as advertising agency. Newspapers, general and business magazines, radio and posters will be used.

Kalley to Kupsick

T. L. Kalley, formerly with Cannon Mills, the Blackman Co. and Hat Corporation of America, has joined the J. R. Kupsick Advertising Agency, New York, as copy chief.

Dailey to Santa Fe

Arthur Dailey, previously copy and layout director, Hays MacFarland & Co., Chicago, has been named assistant advertising manager, Santa Fe Railway, with offices in Chicago.

CHEVROLET PRESENTS POWER AND ECONOMY

In a new nation wide posting, Chevrolet puts a competitive slant on the popular power and economy automotive theme, with emphasis on its 85 horsepower feature.

Diaper Hygiene to Lewis

Diaper Hygiene, Inc., Newark, N. J., newly formed diaper service, has appointed Milton L. Lewis advertising agency, Newark, to handle a campaign in newspapers, direct mail and radio.

Introduces Nu-Foam

C. R. Products Co., New York, is introducing Nu-Foam, a soapless shampoo, through business papers, magazines and direct mail. Jay Rogers has been appointed sales promotion and advertising counsel.

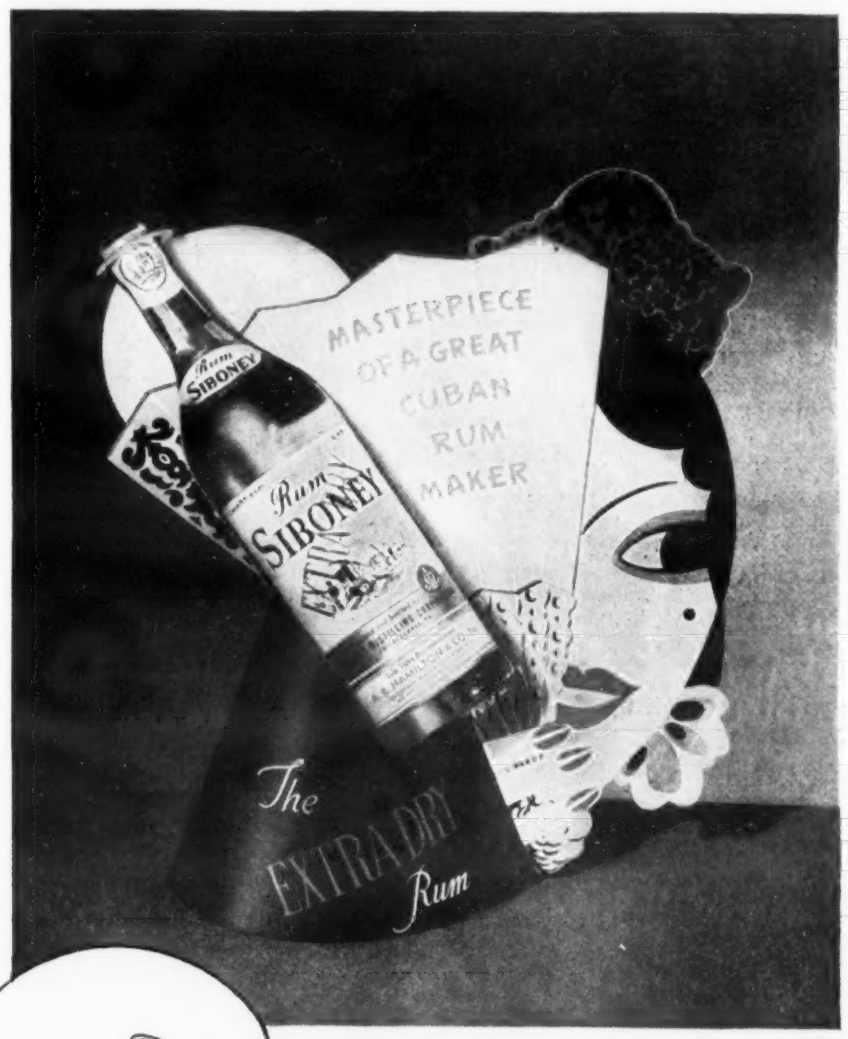
KMOX Launches Promotion Aid to Advertisers

St. Louis, Mo., May 12.—Providing a more complete program exploitation for listeners, station KMOX has launched two promotional activities publicizing programs and providing sponsor identification in advertising of these programs.

A movie trailer film is being shown in 22 St. Louis theaters to build and sustain audience interest. In conjunction with this is a full paid column of KMOX "Highlights" which appears daily in the *Star-Times*, listing in detail complete KMOX programs and identifying each with its sponsor.

McLatchey Promoted

Kenneth McLatchey has been appointed advertising manager for ABC Green Butter-Milk, new product of American Butter Co., Kansas City, Mo. He was formerly in the sales promotion section of the Butter division.



more DISPLAY FOR less MONEY WITH THE new

NAPCONE*

TRADE MARK

Above, see a typical Napcone hit. A try-out order of 5000 stretched in a week to 10,000 more!...This new low-cost display sensation gets your *actual package* into the dealer's window, onto his showcase and counter. Shipped flat in a single die-cut piece of lithographed paper. Set up with a twist of the wrist. Supports itself and carries an unbelievable weight. No mounting, no easeling. No limit to colors and novel forms that National Process craftsmen can achieve with a Napcone designed for *you*. Far more than a sign—it's a silent salesman, reaching out your product to catch the customer's eye at the point of sale. The biggest money's worth of display you can put to work for your business! Let a National man show you why.

*Patent Pending

THE NATIONAL PROCESS COMPANY INC.

75 VARICK STREET, NEW YORK · LITHOGRAPHERS SINCE 1912 · PHONE: CANAL 6-0366

GEORGE TRIMBLE
Marschalk & Pratt, Inc.
N. Y.

Thank you for a most pleasant interview during my recent visit to your agency. An order from you can actually prove our statement that W M B D is the only station that *thoroughly* covers the rich Central Illinois market. A real community service is responsible for our advertisers doubling and trebling their radio advertising budgets.

W M B D carries, we believe, more national and local advertising than any other station its size in a market its size. Our arguments are based on results. May we serve you, too?

MEMBER CBS NETWORK

IN HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

N. Y. SCHOOLS LAUNCH ATTACK ON ADVERTISING

State Education Department Issues Teachers' Guide

Albany, N. Y., May 13.—Atacks on advertising, which a survey by ADVERTISING AGE indicated are the order of the day in institutions of higher learning, also are being launched in the elementary schools of New York State.

The motive, however, is somewhat different. The State Education Department feels strongly that much advertising, particularly that of whisky and cigarettes, exposes adolescents to unwholesome influences and that many of the statements made in the public prints should not be allowed to stand unchallenged.

Accordingly, the Department has issued a new "Guide to the Teaching of Health," which, beginning with the fall semester, will become the chief reliance of teachers in hundreds of such schools in refuting statements made in advertising and developing new habits among their young charges.

The publication of this volume is not a gratuitous gesture, instruction on "stimulants and narcotics" being required by the state educational law.

Objective Is Outlined

The syllabus of the new book states that the objective is to induce children to abstain from use of stimulants, alcoholic beverages, tobacco and other narcotics during the period of growth, and to inculcate a sense of responsibility for the welfare of others in regard to use of these products. Even tea and coffee are regarded as undesirable on the child's menu, according to the outline, and means of dissuading him from using these stimulants is suggested.

At present, according to the new guide, few cigarette or whisky advertisers have succeeded in making converts among children, a "negligible" percentage using either.

In a case method chapter, the book tells how one teacher offset the influence of advertising on youthful minds. Samples of copy were cut from magazines and newspapers, claims made by tobacco and whisky advertisers being analyzed.

"Typically effective," said the preface, "was one advertisement describing a cigarette as 'Your best friend' and giving four reasons why this was true: 'To anxiety I bring relief; to distress I bring courage; to achievement I bring content; to loneliness I bring companionship.'

Succumb to Analysis

"These statements succumbed to facile refutation as a result of the informal discussion which preceded and followed simple, but scientific reference reading by pupils. We drew conclusions as to the reliability of advertising in general, the harmful effects of misleading advertising and the social effects of high pressure."

The guide suggests critical analysis of statements in radio broadcasts and elsewhere as to the effectiveness of headache medicines, pain remedies, soothing syrups and other patent medicines, "guiding children to the conviction that drugs in any form can be used safely only under direct supervision of a physician."

It also advances the idea of having pupils study labels on food and medicine containers and comparing statements made there with those appearing in advertisements for the same products. Study of the relation of accidents and use of alcoholic beverages is also recommended.

While the statute requiring instruction on "narcotics and stimulants" has been on the books since 1890, the new syllabus was issued as the result of complaints of clergymen and church groups that the law was observed more in the breach than the observance. In some places it was argued, it had become a forgotten subject.

Ponton New Editor

Dr. Thomas R. Ponton, formerly associated with the American College of Surgeons, has become editor of *Hospital Management*.

BRIDGES SALES

Giving the opportunity for multi-product display, this new point-of-sale Bauer & Black creation may be dismantled and the pillars used for end pieces.

100,000 MOTHERS GET GOLDBLATT POTTED PLANTS

Chicago, May 13.—Distribution by Goldblatt Brothers of 100,000 potted plants to as many mothers Sunday evoked such a flood of responses this week that the company found it necessary to put additional telephone operators on duty at its ten department stores.

While distribution of the plants on Mother's Day involved a formidable physical task, preparation of the list of recipients presented even greater difficulties, keeping the advertising department burning the midnight oil for several weeks.

Every list available to the company was scanned carefully so that no mother might be overlooked, and at the same time no childless woman or bereaved family might receive a gift which would be embarrassing. Lists of charge accounts, women who had attended the stores' cooking schools, housewives who had been on hand at luncheons, and other names were checked and cross-checked before the final tabulation of those to be remembered was regarded as trustworthy.

Presented By Messengers

All of the trucks of Goldblatt Brothers were pressed into service from dawn to dusk. They were manned by Western Union and Postal Telegraph messengers in addition to the regular crews. Actual delivery of the tulip, geranium, or rosebush plants was made by the messengers, who merely announced "Western Union," or "Postal" and allowed the attached card to tell the story.

This card, printed on a special novelty stock resembling silk, said, "Mother, we join the nation and set aside this day in wishing you all happiness, and to serve you when we may—Goldblatt Bros., Inc., Department Stores." The cover was decorated with a silhouette of a feminine profile, the accompanying legend reading, "Greetings on Mother's Day."

SPRINGFIELD CLUB FETES 28TH BIRTHDAY

A gala celebration marked the 28th annual dinner of the Springfield Advertising Club, Springfield, Mass. At the speakers' table are William B. Remington, (left) head of the agency bearing his name; Dale Carnegie, author and principal speaker; Rhea Martens, and her father, Mayor Henry Martens.

"Forecast" in C.C.A.

Forecast, New York, magazine for home economists, has become a member of Controlled Circulation Audit.

Form Freeman & Stern

Arthur Freeman has resigned as vice-president of Peck Advertising Agency, New York, to join Milton Stern, formerly an account executive at Paris & Peart, in the formation of Freeman & Stern, Inc., 9 Rockefeller Plaza, New York.

Schuster Buys "Post"

Winfield A. Schuster, East Douglas, Mass., who recently purchased the Worcester, Mass., *Evening Post*, has named William G. Gavin, formerly with the Boston *Herald-Traveler* editor and business manager.

Smith Joins "Herald"

R. O. Smith, with various newspaper representative organizations in New York during the past 14 years, has joined the *Syracuse Herald* as national advertising manager.

WE ARE Responsible

The wide scope of Faithorn 3-in-1 service includes full responsibility for the production requirements of your advertisements and printed literature. The more difficult the work, the greater the economy in the Faithorn method of procedure—because our single contact supplies your every need. The right result is guaranteed—in the minimum time. Nothing has contributed more to the success and practicability of Faithorn service than the knowledge we have gained by operating our own composing room, our own presses and our own engraving department. This combination saves you TIME, ENERGY and MONEY. Simply phone—Wabash 7820.

ENGRAVING 3 in 1 AD-SETTING PRINTING

FAITHORN CORPORATION
Ad-Setters · Engravers · Printers
504 Sherman St., Chicago · Phone WAB 7820

DAY AND NIGHT SERVICE

THIS DEALER NEEDS HELP

• The proprietor of a small stationery and tobacco shop is probably the least progressive merchant. Yet he sells an amazing quantity of cigars, cigarettes, tobacco, chewing gum, candy, toys, stationery, and magazines.

He may not understand national advertising. He may not know what you mean when you say "coast to coast network." But he does understand and appreciate a big poster display on the wall of his building, another in the next block, and another right on the corner of Fairview and Second.

Criterion Displays in naborhood retail shopping centers drive buyers into the stores. The dealer can see them working. They are the biggest thing in his own small world.

BATES SAYS HOME STUDY COPY MUST SHOCK READERS

Chicago, May 13.—Characterizing mail order advertising as too conservative, Harry A. Bates, vice-president, Reincke-Ellis-Younggreen & Finn, Inc., Chicago, told the annual convention of the National Home Study Council today that it is often necessary to "shock the reader to attention" in this type of copy.

Mr. Bates said he believed it unfortunate that much current advertising in the home study field fails to stimulate the reader with promises of success obtainable through home study.

Almost everyone has ambition, he pointed out, but it is often necessary to awaken it, to prod the reader into action and to convince him that a worthwhile goal can be reached.

Fit Space to Copy

In discussing the trend toward larger space in mail order copy, Mr. Bates said that page space does not always mean lower sales cost per unit, but it can be justified by a greater total profit due to volume. Space should be fit to copy, rather than vice-versa.

Mr. Bates suggested that copy hold up the example of some outstandingly successful man for the reader to follow. It need not state that the reader can become another Edison or Ford, he added, but it can and should emphasize that there is a lot of satisfaction in climbing and that there are a lot of good jobs on the way up.

The time will come, Mr. Bates asserted, when the Federal Trade Commission, Better Business Bureaus and similar censorship agencies will be more friendly to Home Study schools than they have in the past. In backing up this statement, he referred to governmental use of correspondence courses both in the Reserve Corps of the War Department and in the National Guard.

BEHIND THE SCENES OF FENCE CONTEST

Entries in the rural best letter contest staged by three subsidiaries of the United States Steel Corporation for American Fence are perused by Judges J. B. Davidson, Iowa State College; Wheeler McMillen, editor, The Country Home; E. W. Lehmann, University of Illinois, and Lloyd D. Herrold, contest administrator.

"H & G" Sponsors Contest

A new type of architectural competition in which the Class I winner will receive the commission to design the "Ideal House for 1938" is announced in the May issue of *House & Garden*.

Koch's Adds "Railway Clerk"

Koch's List of Railroad Magazines, Chicago, will embrace the *Railway Clerk*, Cincinnati, nationally, bringing total circulation for the list to 750,786, it was announced.

Collier Appointed

Myles Collier has been appointed general manager, Eastern Advertising Co., Boston. Eugene O'Keefe, formerly with C. I. Brink Co. has joined the sales staff of the advertising agency.

Spencer Appointed

Leslie V. Spencer, formerly with the Frank Presbrey Co. and the Cheltenham Co., has been named manager of the real estate department of the *Sportsman*, New York.

Earnings of Advertisers

Orders booked by the Westinghouse Electric & Manufacturing Co. for the three months ending March 31, 1937, were $74,242,584, the highest for any quarter on record. Net income for this period was $5,341,512 as compared with $3,732,454 for the first three months of 1936. Net income for the 12 months ending March 31, 1937 was $16,708,349 as against $13,389,338 for the 12 months ending March 31, 1936.

▼ ▼ ▼

Consolidated profits of R. Hoe & Co. for the six months ending March 31, 1937, were $182,695 as compared with a deficit of $43,518 for the corresponding period a year ago. Unfilled orders of the New York and London companies as of March 31, 1937 were $7,203,444 as contrasted with $4,173,450 on the same date last year.

▼ ▼ ▼

An increase in advertising expenditures of $300,000 for the first quarter of 1937 over the figure for the same period in 1936 was listed in the stockholders report of Canada Dry Ginger Ale, Inc. The net operating loss for the first three months of 1937 was reduced to $27,233 as compared with a loss of $177,087 for the like period in 1936. Expansion work has continued throughout the winter, said R. W. Moore, president, and progress has been made in establishing new sales organizations.

▼ ▼ ▼

Net earnings for 1936 of the Socony-Vacuum Oil Co. were $42,909,363. Domestic and foreign sales of products, excluding operations of 50 per cent owned companies, were 113,260,095 barrels, an increase of 11.9 per cent over 1935. The report to be presented to stockholders states that the average price for gasoline, while up 4 per cent over the average for 1935 is still 32.8 per cent less than the average for 1926, although taxes on sales of gasoline in 1936 were 122 per cent higher than in 1926.

▼ ▼ ▼

The report of Kimberly-Clark Corporation, pulp, paper and chemicals, for the quarter ended March 31, 1937, shows a net profit of $601,006 as compared with $353,727 for the same period in 1936. Net profit for the 12 months ended March 31, 1937, was $1,704,543 as compared with $1,134,448 for the like period ended March 31, 1936.

▼ ▼ ▼

Consolidated net profit of the Continental Oil Co. and subsidiaries for the quarter ended March 31, 1937, was $3,691,193 as compared with the $2,114,521 reported for the same period in 1936.

▼ ▼ ▼

Increased earnings are reported by the Pittsburgh Steel Co. with a net profit for the first 1937 quarter of $489,743 as compared with $261,870, the figure for the first three months of 1936.

▼ ▼ ▼

Marshall Field & Co. and subsidiaries (retail) report a net profit for the first three months of 1937 of $613,012. In the first quarter of 1936, net loss was $94,532.

▼ ▼ ▼

The report of White Rock Mineral Springs Co. for 1936 lists a net profit of $448,655 as compared with $427,625 in 1935.

▼ ▼ ▼

Standard Oil Company of California reports a net profit for 1936 of $23,310,223, an increase over the net of $18,594,330 shown for 1935. Acreage in the United States was increased 28 per cent, largely by lease. Louisiana and North Dakota were entered on this basis and Utah acreage was increased heavily.

Ensrud Heads New Slate of Chicago Post

Chicago, May 10.—A. G. Ensrud, of the media department of J. Walter Thompson Company, heads the strong "regular" ticket presented to Chicago Post No. 170, American Legion, today, by a nominating committee of which Herbert H. Beck, Hearst International Advertising Service, was chairman. The present commander is George B. Bassler, Bassler & Weed Company. The annual meeting will take place June 14.

Salem N. Baskin, head of the advertising agency of that name, was nominated for first vice-commander; Fred R. Cross, advertising manager, Stewart-Warner Coporation, for second vice-commander; Edwin G. Foreman, Jr., Radio Corporation of America, third vice-commander.

Hal C. Wright, International Harvester Company of America, will be the new adjutant, with Arch R. Crawford, Curtis Publishing Co., as assistant adjutant. John T. Balkam was nominated for treasurer, with E. C. Sullivan, *Chicago Evening American*, as assistant treasurer.

Directors to serve three-year terms were nominated as follows: R. R. Harkness, *Woman's Home Companion;* J. Lee Fitzgerald, Lord & Thomas; E. E. Flagler, *New York News;* Robert C. Preble, W. F. Quarrie & Co.; Ernest Kuhn, the Tavern Club.

CRITERION GIVES IT

Add together the sales in the nabor-hood retail shopping centers and you will have 80% of all the retail sales of the country.

Criterion posts big, colorful posters on framed, steel panels at eye level on leased walls of business buildings in naborhood shopping centers at a cost of 10¢ per display per day.

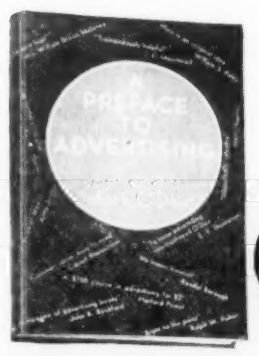
Send for "America Goes to Market."

Criterion Service

SELECTIVE POSTER ADVERTISING IN NABORHOOD SHOPPING CENTERS

CRITERION ADVERTISING CO., INC.
Graybar Building New York

"Makes all other forms of advertising and selling more productive."



Just Published!

A PREFACE TO ADVERTISING
BY
Mark O'Dea

Destined to be a BEST SELLER *among business books.*

Condensed into 20,000 crystal words! . . . the practical principles of advertising that would ordinarily make a 100,000 word textbook. The very essence of a great experience, without a needless word or phrase—the 52 telegraphic chapters first published serially in *Printer's Ink* . . . so instantly and generously praised by a host of leaders in advertising and business. A brilliant essayist as well as a leading copywriter, Mark O'Dea brings an easy-to-read, original style and a "boil-down" of advertising never attempted heretofore.

"Mark O'Dea's book is without parallel in the literature of advertising."—John Benson, President, American Association of Advertising Agencies.

"Here is an original idea—each chapter is fresh and interesting."—Wm. S. Paley, President, Columbia Broadcasting Company.

"A $100 course in advertising for $2."—Harford Powel, Executive Vice President, Kimball, Hubbard & Powel, Inc.

"An exhilarating reminder for daily reference to those concerned with advertising, of the sound principles and practices which are too often overlooked or forgotten."—Paul West, President, Association of National Advertisers.

Order your copy of the *first* edition NOW—not merely to read once, but to re-read again and again. It will be a constant inspiration. Send this coupon today.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 330 W. 42nd St., N.Y. C.
Send me O'Dea's "A Preface to Advertising," for 10 days' examination on approval. In 10 days I will send $2.00, plus few cents postage, or return book postpaid. (Postage paid on orders accompanied by remittance.)

Name .....
Address ..... City and State .....
Position ..... Company ..... Age 5-17-37
(Books sent on approval in U. S. and Canada only.)

Broad Program Completed for Inland Meeting

Madison, Wis., May 13.—The entire field of advertising and publishing will be scanned by the Inland Daily Press Association at its spring meeting at the Hotel Sherman, Chicago, May 18-19, according to the program completed today by Secretary John L. Meyer.

The mechanical side of the business will engage considerable attention, demonstrations of both photography and engraving being scheduled. Don Anderson, business manager of the *Madison State Journal*, will be in charge of the former, while Merle Slane, president of Publishers Equipment Co., Chicago, will direct the latter. Mr. Slane will have a complete set of equipment at the convention to show every step in the process of making news photographs printable.

Flexibility of the convention has not been impaired by a full program, however. The "idea hour" which has, under various names, proved so popular at previous meetings, will again be a feature, the agenda including such questions as "What is the right basis upon which to determine the rate for color advertising? Does any member know of a specific case where a consumer cooperative resulted in reduction of lineage, unfair competition or tax discrimination?"

WHK to Join NBC Blue

WHK, Cleveland, affiliate of the *Cleveland Plain-Dealer* and *News* will replace WGAR as a member of the NBC basic Blue network early this fall.

MARKET ANALYST
Consulting Executive For Large Corporations
Intelligence—Experience—Organization —Execution—
ARTHUR C. WEICK COMPANY
20 W. Jackson Blvd. Chicago
Wabash 5379

PICK STANDOUTS IN MOTION PICTURE ADVERTISING

These judges participated in selection of the awards winners in the Motion Picture Advertisers' exhibition in the Loew's Bldg., New York. They are C. E. Millard, (left) poster artist; John Dowd, R.K.O. Theaters; Ernest Heyn, Macfadden Publications; Heyworth Campbell, advertising art consultant; J. P. Cunningham, Newell-Emmett Co., New York; Adolph Treidler, poster artist, and Fred Sammis, Fawcett Publications.

Use Trailers to Promote Radio Show

Promotion for the "Frank Watanabe and The Professor" series, broadcast five nights a week over KHJ for the Don Lee California network, has been expanded to include use of seven five minute "trailer" transcribed programs, similar to the pre-vues offered by motion picture theaters.

Inasmuch as the program had recently completed a run in Chicago, build-up was made in the seven transcriptions of the automobile journey of the cast from Chicago to Los Angeles, with the final "trailer" released the day before the show opened on the Don Lee network.

17,000,000 Circulation For Link-Belt Campaign

General publication advertising with a total circulation of 17,000,000 will be used in the 1937 Link-Belt Co. Stoker campaign. The schedules includes *Better Homes and Gardens, Fortune, Good Housekeeping* and *Time*.

Dealer and distributors literature will be augmented with home shows, displays and direct mail campaigns.

Motion Picture Promotion Stars Chosen by M.P.A.

New York, May 11.—Motion picture producers and distributors vied here for honors in the annual competition sponsored by the Associated Motion Picture Advertisers, with Metro-Goldwyn-Mayer winning the award for the best press book; Paramount Pictures for the best trade paper advertisement; Warner Brothers for the best poster; and the March of Time for the best consumer advertisement.

The M-G-M citation was based on promotion for "The Great Ziegfeld," with credit to Howard Dietz, Silas Seadler, William Ferguson and Thomas Gerety; Paramount's entry was a 14-page color insert, entitled, "Rushville, Ind.", which appeared in motion picture trade papers, credit to Donald Gibbs and Moe Kallish; Warner Brothers' winner was a 24-sheet poster on "Black Legion" by Joseph Tisman; and the March of Time advertisement was a two-page magazine spread entitled, "Faces" with credit to Ralph Roland, Benjamin Griffin and Vincent Keppler.

Trotta Presides

Vincent Trotta, of the Paramount art department, was general chairman of the exhibition. Among the judges who made the awards were:

Leonard London, art director, Outdoor Advertising, Inc.; Lucian Bernhard, poster designer; Deane Uptegrove, Alley & Richards, and president of the Art Directors' Club; Heyworth Campbell, advertising art consultant; G. C. Batcheller, vice-president, Frank Presbrey Co.; H. B. LeQuatte, president of the Advertising Club of New York; Henry Luce, editor, *Time;* J. P. Cunningham, vice-president, Newell-Emmett Co., Inc., and Howard Black, Time, Inc.

FCC Studies Super-Power

With an engineer's report in hand, stressing the feasibility of super-power but side-stepping the economic issues involved, the Federal Communications Commission is now studying a secret report made for them by Dr. H. S. Hettinger of the Wharton School of Finance, University of Pennsylvania, concerning the effects of advertising revenue of all types of broadcast stations, should super-power be permitted.

To Export Carbo Fizzik

Carbo Fizzik, a carbon solvent used in conditioning old and new motors, is to be introduced in the automotive export markets, F. G. Roehm, export manager, Publicker Alcohol and Chemical Sales Corporation, Philadelphia, announced. Advertising will be handled by H. N. Elterich, Inc.

Webster in New Post

C. H. Webster, former manager of the Vancouver, B. C., publicity bureau, has been appointed business manager of the Good Roads League of British Columbia. The League will sponsor advertising designed to promote travel within the province.

Russell New Head of Southern Round Table

Emmett Russell, Jr., of the Life and Casualty Insurance Co., Nashville, Tenn., has been elected chairman of the Southern Round Table Advertisers' Association.

C. B. McPhail, Great American Life Insurance Co., San Antonio, Tex., was chosen vice-chairman, and John M. Ehle, advertising manager, Imperial Life Insurance Co., Asheville, N. C., was named secretary.

Plan Campaign for Two New Perfumes

Park & Tilford Co., New York, will launch advertising in June in women's magazines with other media scheduled later to promote two new perfume products, with distribution reaching approximately 85 per cent of drug wholesalers.

Monroe F. Dreher, Inc., New York, is the advertising agency.

Plan B. C. Egg Campaign

A newspaper campaign to increase consumption of eggs in British Columbia is being planned by lower mainland egg dealers and poultrymen, following a meeting at New Westminster. The new organization will be known as the B. C. Poultry Industrial Association, with its advertising budget supported by pro rata charges on cases of eggs handled. An agency has not yet been named.

Hutchinson Appointed

Walter M. Hutchinson has been appointed sales promotion manager, lighting division, Westinghouse Electric and Manufacturing Co. at Cleveland. He was formerly account executive with Fuller & Smith & Ross, Inc., New York and Cleveland advertising agency.

Arrow Introduces Gin

Arrow Distilleries, Inc., Peoria, Ill., have perfected a new gin distillation process to be utilized in the introduction of "Clarke's Preferred Gin." The Gordon Vichek Advertising Agency, Cleveland, is in charge of the account.

First Quarter NBC Revenue Rises 23.8%

New York, May 12.—National Broadcasting Company's network revenue for the first quarter of 1937 showed an increase of 23.8 per cent over the previous year, rising from $8,432,468 to $10,442,191, it was reported.

Most of the increase was made in the drug, automotive and food industries, with increased expenditures of $588,102 for drug, $431,419 for automotive and $424,210 for food in 1937.

Based on total revenue to NBC, drug, food and automotive companies account for more than 70 per cent of the receipts. Drug expenditures of $3,429,218 in the first quarter constitute 32.8 per cent of the network's income, followed by foods at $2,866,469 or 27.4 per cent, and automotive at $1,059,158 or 10.2 per cent.

Laundry soaps gained 59.7 per cent in the quarter, making it the fourth largest classification with $636,346, as against $398,531 a year ago. The next largest groups in volume are radio with $580,089 followed by petroleum with $550,337; tobacco, $397,640; paint, $139,859; house furnishing, $116,298; building, $107,533; stationery and publishers, $80,004; confectionery, $76,720; financial, $65,495; clothing, $64,688; jewelry, $52,273; machinery, $29,168; brewing, $27,792, and miscellaneous, $158,310.

Heads Newark Club

Herbert S. Waters, director of sales, Kresge Department Store, Newark, N. J., has been elected president of Newark Advertising Club. Other new officers are Patrick M. Feeney, advertising manager *The Newark News*, honorary vice president; Gilbert Falk, business manager *The Newark Star Eagle*, first vice-president; T. S. Fettinger, president, United Advertising Agency, second vice-president; J. Douglas Gessford, president, Newark Suburban Newspapers, secretary, and Edgar B. Wolfe, treasurer, United Advertising Agency, treasurer.

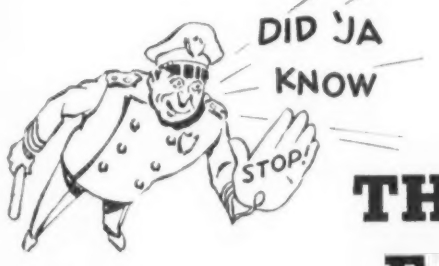
Killeen Heads Fitzgerald

Joseph L. Killeen, vice-president Fitzgerald Advertising Agency, Inc., New Orleans, has been elevated to the presidency. C. L. Fitzgerald resigned the post to accept an executive post with Fletcher & Ellis, Inc., of Chicago, New York, Los Angeles and Toronto.

Webb to Madison

Burke Webb, formerly assistant manager of the *Blue Valley Farmer*, has joined the special advertising staff of the Madison Newspapers.

Porcelain Enamel
By far the best signs to identify dealers
Samuel Stamping & Enameling Co.
516 N. Charles Street Baltimore, Md. Factory: Chattanooga, Tenn.



THESE FACTS?

Los Angeles is the first market in California, first market of the Pacific Coast, first market of the eleven Western States and fourth market of the Nation.

Los Angeles is the seventh city in the country in value of manufactured goods including the Motion Picture Industry.

Los Angeles harbor is one of the largest in point of water borne commerce on the Pacific and Gulf coasts.

The Hearst Station in Los Angeles, KEHE has just opened its new studio and office building, which is the most modern on the West Coast. KEHE is a key station of the California Radio System, which covers the entire Golden State.

And Hearst Radio blankets the field in its service to the client, by having one organization handle your business from the time your order is placed until the final sign-off. Don't you agree this is the easy way to do things?

HEARST RADIO
New York • Chicago • Dallas • Los Angeles
San Francisco

REPRESENTING

WBAL	BALTIMORE	WCAE	PITTSBURGH
KTSA	SAN ANTONIO	KOMA	OKLAHOMA CITY
KYA	SAN FRANCISCO	KNOW	AUSTIN
KEHE	LOS ANGELES	WISN	MILWAUKEE
WINS	NEW YORK	WACO	WACO

The New York Broadcasting System
The California Radio System

REAL
"COLOR CORRECTED" PHOTOSTATS
. . . another Exclusive ATLAService

If you still think it's impossible to "correct" photostats for color—you've got a treat coming! A new ATLAS method makes it possible to separate color WITH 100% ACCURACY, even where Black on Red is involved. ATLAS "Color-Corrected" Photostats reproduce ALL colors of the spectrum in their true monochrome gradation . . . and that's saying a lot! You get clean, clear-cut 'stats regardless of the colors in your original copy. Call ATLAS and let us prove it.

ATLAS service GOOD PHOTOSTATS QUICK FRANKLIN 3470

ATLAS PHOTO COPY CO.
General Office, 225 No. Michigan Ave.
4 Chicago Locations • All Phones FRanklin 3470

SUGGESTS SALES APPEAL IN WET PAINT WARNINGS

Manufacturers Told to Promote Advertising

New York, May 12.—Transformation of the forbidding "wet paint" signs into friendly good-will builders, was predicted here last week by Frank Connolly, vice-president, Valentine & Co., who pointed out that paint manufacturers are beginning to appreciate the value of the warnings as an advertising medium.

The inherent advertising possibilities of the signs can be realized, Mr. Connolly said, by dramatization and modern redesign. He cited the unique "preferred position" that wet paint warnings occupy generally at spots where advertising could not ordinarily enter. They are "right at the customer's front door," he added. "They get into office buildings, factories, public parks and residential dwellings. In fact, locations for these notices are unlimited.

"In the same way their circulation is almost limitless. They are used virtually throughout the world. At this time, when the country is being freshened up by spring painting, thousands upon thousands of wet paint signs will be placed on homes all over the nation. New home construction also promises to display its share of wet paint signs. One can readily see the advertising possibilities of these messages appearing before the eyes of thousands of prospective home buyers who visit the new developments."

Make Warning Friendly

Modernization of the signs generally calls for a graphic portrayal of common and often disastrous errors made by those not heeding the wet paint warnings, Mr. Connolly said, combining an element of caution with attention-getting value. A typical instance of such treatment was that of a New York hotel which supplanted the usual staid warnings with a sales message, "To Keep the Hotel Fresh and New," thus softening the complaints of guests who might object to paint odors by pointing out that something was being done to make the surroundings more attractive.

"The messages must be kept friendly," Mr. Connolly warned. "The admonition should leave the serious and lean toward the humorous. "For example, there was a recent portrayal of a man and woman arising from a newly painted bench in a zoo. Their backs, streaked with paint, duplicated exactly the marks of a staring animal, smiling subtly as only animals can, a few feet away in his cage. 'Wet Paint' was imprinted in bold white type on a dark background, doubling the effectiveness of the card as a warning."

Dramatically and artistically treated wet paint signs will command greater attention for paint manufacturers, Mr. Connolly concluded, with the value of the medium increasing as more skill, ingenuity and advertising effectiveness are poured into the placards.

P. L. Johnston Elected

P. L. Johnston, Atlanta, Ga., has been elected advertising manager of the Georgia Education Association.

Page Is General Manager

Henry C. Page, formerly business manager, *Journal*, Knoxville, has become general manager.

Kendall Appointed

J. A. Kendall, Los Angeles, has been appointed to represent *Horse*, publication of the American Remount Association, and *Eastern Advertisers*, Shanghai, China.

Hatch Named Director

Francis W. Hatch, vice-president, Batten, Barton, Durstine & Osborn, Inc., Boston, has been elected a director of the Boston Better Business Bureau.

New Post for Brockhaus

Eugene H. Brockhaus, formerly with the *Chicago Evening American*, has joined Guenther-Bradford & Co., Inc., as account executive in their Chicago office.

Dant & Russell OK 100% Jump In Advertising

Portland, Oreg., May 11.—A 100 per cent advertising appropriation increase was approved today by Dant & Russell, Inc., Portland, national distributor for the Fir-Tex Insulating Board Co., whose new campaign began this month. Five half-page advertisements will be used in *American Home* and *Sunset* and five two-thirds pages in *Better Homes & Gardens*. The building trade is to be reached through six displays in *American Builder* and *American Lumberman*.

Fir-Tex products featured in the advertising are the standard building board, "Firkote" sheathing board, "Ivrykote" board for interior finish, and plaster base lath.

Powell to Travel

Douglas Powell, of Gerber & Crossley, Inc., Portland advertising agency which handles the account, will leave Portland May 16 on a six-weeks merchandising trip which will take him as far east as Boston and as far south as Miami. Dant & Russell, Inc., distribute Fir-Tex through franchise holders located in most important centers of the United States.

G-E Shifts Cameron

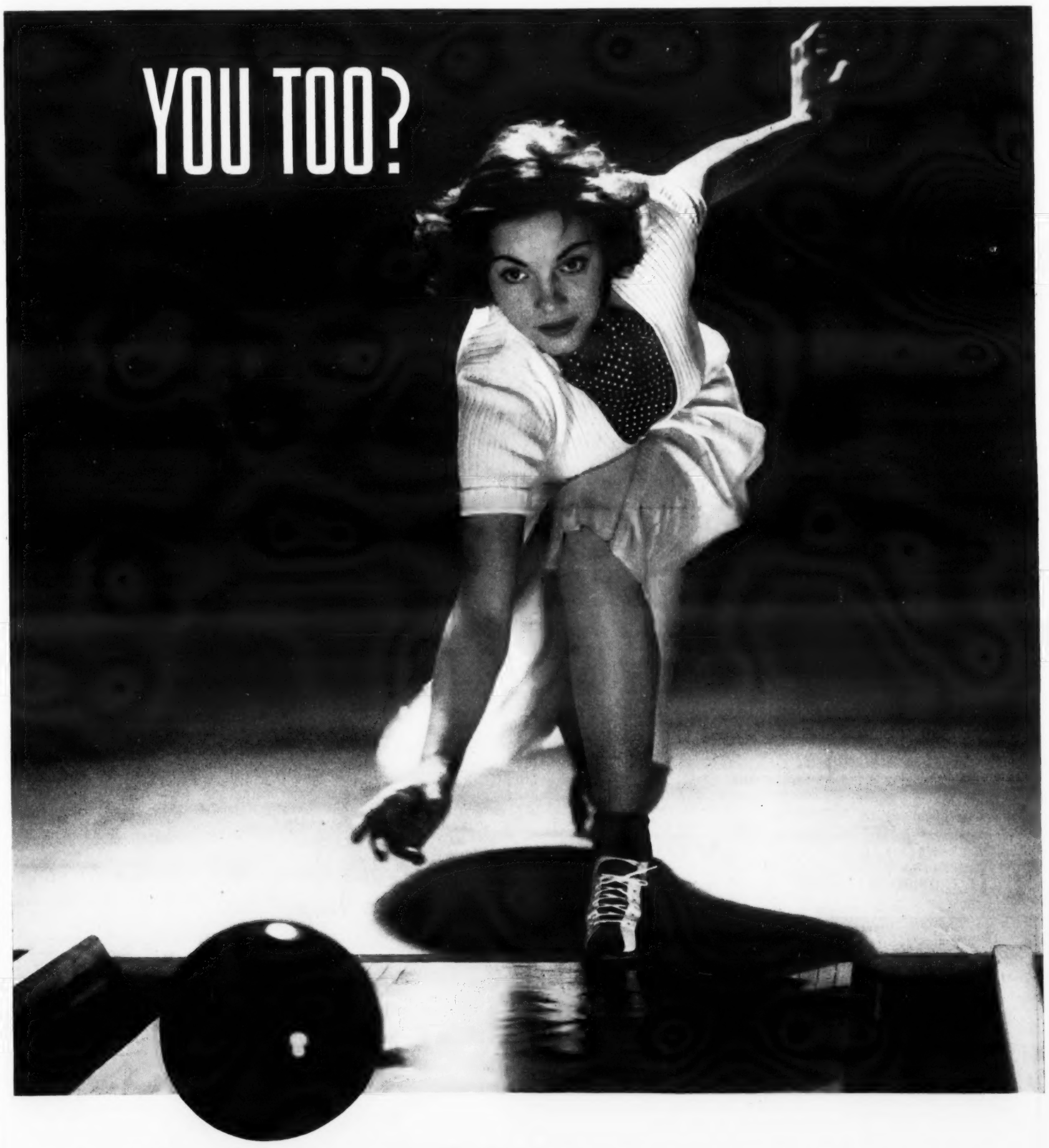
Ralph C. Cameron, formerly head of the department store division of the appliance and merchandise department, General Electric Co., has been named assistant manager of the Cleveland special appliance sales division.

Form Crafts, Inc.

Crafts, Inc., has been organized in Providence, I. I., to design, create and manufacture displays of wood, metal, glass and fabrics. It is headed by William H. Wade.

King to Lord & Thomas

R. Sherwood King, formerly with the Chicago office, Campbell-Ewald Co., has joined the copy staff of Lord & Thomas, Chicago.



*Lejaren à Hiller
John Paul Pennebaker
David W. Fletcher
George Hukar
Robert H. Spitzer
Ralph Bartholmew
Harry E. Olsen
Verner D. Sapp
Steven J. Heiser

Everybody likes the new photographic covers on the Literary Digest

*They're Underwood & Underwood Illustrations**

UNDERWOOD and UNDERWOOD

321 East 44th Street, New York 237 E. Ontario Street, Chicago 230 E. Alexandrine, Detroit

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue, New York, N.Y.
From script to production—that extra something that's good radio

STANDARD OIL PUTS AMATEURS IN LEAD ROLE

(*Continued from Page* 1)

"Here's An Oil Company Telling You How To Use Less Gasoline!"

The first testimonial advertising will appear June 15 in all newspapers through McCann-Erickson, Inc. Actual excerpts from record books submitted by owner-drivers in road tests will be highlighted in seven large insertions to appear in all newspapers on the list. These advertisements quoting drivers will be interspersed with copy built on "cold facts" and emphasizing the save as you drive idea.

In all, 17 large advertisements, 11 seven-inch advertisements, two posters, three curb signs and two station handouts comprise the Red Crown campaign. The first of the station handouts is a record book enabling the motorist to keep track of his expenditures and giving factual data designed to reduce such costs. The second is a game, suitable for children as well as adults, presenting various mileage making tips in entertainment form. Both of these handouts are obtainable only from dealers.

Three special advertisements will stimulate pre-holiday sales for Decoration Day, July 4 and Labor Day. This copy will emphasize the value of the Standard Oil dealer in performing necessary check-up services to assure safe and pleasant holiday journeys. For the latter two holidays, comic copy will humorously compare the dire plight of those who neglect to avail themselves of such services with the happy results of those who do.

Show Grimm on Farm

A testimonial of a different nature than the quotes from drivers is used in one of the four advertisements designed to increase farm sales. A photograph pictures Charlie Grimm, manager of the Chicago Cubs baseball team, on his Missouri farm, with a caption reading "Everything but the horses runs on Standard Red Crown!"

This follows up in intensified fashion last year's copy in which farmers spoke for Standard products and adds the benefit of candid camera shots. It appears in May issues of state and national farm publications, with other advertisements scheduled for the June, August and September issues. Copy of a similar nature on new Bovinol, a fly repellant, is scheduled for the May, June and July issues of a large list of dairy publications.

Hold Sales Conferences

Advertising and selling plans behind the six phases of the campaign have been outlined to 1,200 company salesmen, Mr. Nunn said, in nine sales conferences recently scheduled. Meetings were held in St. Paul, Des Moines, Denver, Kansas City, St. Louis, Detroit, Indianapolis, Milwaukee and Chicago. Conferences were under the direction of Amos Ball, director and general manager of sales, H. A. Lewis, assistant director of sales, R. F. Baity and H. L. Porter of the sales staff and Mr. Nunn.

Other company promotion for the campaign has been the series of conferences between the 30 marketing divisions and dealers. Use was made in these meetings of a feature length film, "Stan," a story written by Homer Croy woven around the many and varied services performed by Standard Oil dealers. It is estimated that 35,000 dealers and 15,000 other employes saw this picture.

STANDARD OIL SHOT

Following the giant consumer mileage test staged last summer, Standard Oil Company of Indiana outlines a new six-point summer program in which "service" will be the keynote and testimonials gleaned from last year's contest will be featured.

Blair Gets KOY

Station KOY, Phoenix, Ariz., has placed its national representation with John Blair & Co. The station was purchased last fall by a corporation headed by Burridge D. Butler, publisher of *Prairie Farmer* and president of station WLS, both of Chicago.

Mailing Service
Multigraphed letters filled-in equal to individually typewritten ones.
ADDRESSING-MIMEOGRAPHING
THE LETTER SHOP, Inc.
440 So. Dearborn St., Wabash 8655
CHICAGO

Index of Retail Activity in 77 Important Markets

Based on total retail advertising volume in all newspapers in each city.

(Copyright, 1937, by Advertising Publications, Inc.)

City	19-Week Period Ended May 11, 1935	19-Week Period Ended May 9, 1936	19-Week Period Ended May 8, 1937	% Gain or Loss 1937 over 1935	% Gain or Loss 1937 over 1936	Week Ended May 9, 1936	Week Ended May 8, 1937	% Gain or Loss
Akron, O.	5,593,488	5,551,154	6,058,814	+8.3	+9.1	385,868	374,185	—3.0
Altoona, Pa.	2,251,711	2,321,025	2,529,590	+12.3	+8.9	151,375	148,351	—2.0
Atlanta, Ga.	5,097,769	5,427,044	5,698,452	+11.8	+5.0	328,160	399,126	+21.6
Baltimore, Md.	7,549,045	7,758,303	8,318,950	+10.2	+7.2	516,075	559,736	+8.5
Birmingham, Ala.	3,705,002	4,109,042	4,642,484	+25.3	+12.9	263,494	318,626	+20.9
Boston, Mass.	7,652,829	7,317,269	7,549,268	—1.4	+3.2	503,494	562,190	+11.7
Bridgeport, Conn.	3,038,232	2,966,160	3,207,941	+5.6	+8.2	192,108	225,568	+7.4
Buffalo, N. Y.	5,966,828	5,722,286	6,514,666	+9.2	+13.8	391,680	450,240	+14.9
Camden, N. J.	1,402,191	1,409,024	1,444,830	+3.0	+2.5	94,448	90,781	—3.9
Cedar Rapids, Ia.	1,638,532	1,764,994	1,855,742	+13.3	+5.1	109,046	107,030	—1.9
Chattanooga, Tenn.	2,641,779	2,418,781	2,278,588	—13.8	—5.8	130,362	122,313	—6.2
Chicago, Ill.	10,398,444	10,875,678	11,396,897	+9.6	+4.8	706,086	827,983	+17.3
Cincinnati, O.	6,083,415	6,116,876	6,452,858	+6.1	+5.5	464,253	491,710	+5.9
Cleveland, O.	6,744,963	6,973,852	7,763,361	+15.1	+11.3	463,358	525,798	+13.5
Columbus, O.	.....	.....	.....	....	....	302,176	322,252	+6.6
Dallas, Tex.	6,933,529	7,440,004	7,859,582	+13.4	+5.6	428,849	490,357	+14.3
Dayton, O.	5,595,790	4,838,764	5,654,232	+1.0	+16.9	302,722	375,932	+24.2
Denver, Colo.	3,626,630	3,663,993	3,731,370	+2.9	+1.8	223,730	220,140	—1.6
Des Moines, Ia.	2,411,005	2,307,709	2,338,305	—3.0	+1.3	141,475	149,800	+5.9
Detroit, Mich.	7,889,220	7,881,259	8,308,551	+5.3	+5.4	529,607	587,228	+10.9
Erie, Pa.	2,563,778	2,546,824	3,166,206	+23.5	+24.3	164,458	237,160	+44.2
Evansville, Ind.	4,336,444	4,702,012	4,424,420	+2.0	—5.9	287,476	302,288	+5.2
Fall River, Mass.	1,186,452	1,185,780	1,296,301	+9.3	+9.3	77,853	91,970	+18.1
Flint, Mich.	3,120,334	3,179,176	3,263,988	+4.6	+2.7	193,088	246,904	+27.9
Fort Wayne, Ind.	3,796,121	4,126,821	4,342,506	+14.4	+5.2	271,117	294,546	+8.6
Gary, Ind.	1,826,822	2,081,462	2,647,446	+44.9	+27.2	148,000	183,545	+24.0
Grand Rapids, Mich.	3,343,402	3,297,616	3,938,368	+17.8	+19.4	219,310	273,210	+24.6
Greenville, S. C.	2,221,408	2,027,833	2,431,321	+9.4	+19.9	133,896	150,584	+12.5
Houston, Tex.	4,867,898	5,054,341	5,850,012	+20.2	+15.7	308,350	405,202	+31.4
Indianapolis, Ind.	6,086,766	6,214,941	6,764,961	+11.1	+8.8	403,467	522,018	+29.4
Jersey City, N. J.	814,529	889,734	860,323	+5.6	—3.3	71,514	58,533	—18.2
Kansas City, Kans.	746,851	811,139	956,375	+28.1	+17.9	56,413	56,287	—0.2
Knoxville, Tenn.	3,109,061	3,418,198	3,577,198	+15.1	+4.7	202,440	213,920	+5.7
Little Rock, Ark.	3,444,882	3,333,764	3,432,968	—0.4	+2.9	181,314	203,126	+12.0
Los Angeles, Calif.	.....	8,786,557	9,288,875	....	+5.7	509,377	565,202	+10.9
Lynn, Mass.	3,780,812	3,671,150	3,512,404	—7.1	—4.3	262,094	223,916	—14.6
Manchester, N. H.	1,274,916	1,229,096	1,260,196	—1.2	+2.5	90,850	102,486	+12.8
Memphis, Tenn.	4,060,098	3,984,936	4,255,638	+4.8	+6.8	263,284	296,772	+12.7
Milwaukee, Wis.	4,724,928	5,073,037	6,545,917	+38.5	+29.0	342,327	413,297	+20.7
Minneapolis, Minn.	5,279,118	5,604,613	5,660,992	+7.2	+1.0	353,254	362,089	+2.5
Nashville, Tenn.	2,913,876	2,775,576	2,855,342	—2.0	+2.9	195,734	191,702	—2.1
New Bedford, Mass.	1,113,980	1,211,546	1,239,518	+11.3	+2.3	69,930	80,094	+14.5
New Haven, Conn.	.....	3,368,344	3,549,328	....	+5.4	188,468	211,162	+12.0
New Orleans, La.	6,638,853	7,022,911	7,263,582	+9.4	+3.4	410,272	419,296	+2.2
New York, N. Y.	21,635,469	23,621,759	24,962,621	+15.4	+5.7	1,477,832	1,610,370	+8.9
Brooklyn, N. Y.	2,708,383	2,473,335	2,632,439	—2.8	+6.4	147,936	167,852	+13.5
Norfolk, Va.	3,267,166	3,391,514	3,403,750	+4.2	+0.4	210,882	230,398	+9.3
Oakland, Calif.	2,685,653	2,806,527	2,808,616	+4.6	+0.1	176,441	165,910	—5.9
Oklahoma City, Okla.	3,784,417	4,069,993	4,364,108	+15.3	+7.2	234,192	270,718	+15.6
Peoria, Ill.	4,140,385	4,013,373	4,252,763	+2.7	+5.9	277,904	279,552	+0.6
Philadelphia, Pa.	10,440,410	10,526,518	11,306,719	+8.3	+7.4	625,920	692,607	+10.7
Phoenix, Ariz.	2,751,528	2,768,990	2,693,138	—2.1	—2.7	137,690	152,292	+10.6
Pittsburgh, Pa.	8,895,908	8,180,104	9,546,034	+7.3	+16.7	623,210	644,784	+3.5
Portland, Oreg.	3,771,726	4,215,290	4,473,592	+18.6	+6.1	265,356	218,792	—17.6
Providence, R. I.	5,085,414	5,048,211	5,172,601	+1.7	+2.5	301,202	321,916	+6.9
Reading, Pa.	3,669,680	3,348,246	3,980,620	+8.5	+18.9	213,066	266,406	+25.0
Richmond, Va.	4,247,684	4,532,780	4,673,578	+10.0	+3.1	314,678	318,024	+1.1
Rochester, N. Y.	6,416,131	6,469,965	6,737,215	+5.0	+4.1	452,854	485,613	+7.2
Rock Island-Moline	2,808,736	3,127,160	3,356,713	+19.5	+7.3	193,704	195,626	+1.0
Sacramento, Calif.	2,924,038	3,235,849	3,205,125	+9.6	—0.9	202,618	192,990	—4.8
San Antonio, Tex.	2,028,236	2,363,830	2,506,175	+23.6	+6.0	134,274	141,274	+5.2
San Diego, Calif.	4,574,642	4,968,558	5,340,896	+16.8	+7.5	269,948	314,818	+16.6
San Francisco, Calif.	5,299,928	5,788,015	5,936,688	+12.0	+2.6	362,529	380,064	+4.8
Seattle, Wash.	3,589,218	3,671,552	3,881,086	+8.1	+5.7	197,792	246,526	+24.6
South Bend, Ind.	3,027,109	3,069,199	3,537,052	+16.8	+15.2	228,568	222,541	—2.6
Spokane, Wash.	2,322,730	2,613,270	2,809,184	+20.9	+7.5	141,442	193,480	+36.8
St. Louis, Mo.	6,708,595	6,684,000	7,227,235	+7.7	+8.1	422,090	450,360	+6.7
St. Paul, Minn.	4,517,438	4,920,649	4,612,392	+2.1	—6.3	332,389	299,509	—9.9
Syracuse, N. Y.	4,028,868	4,175,884	4,307,431	+6.9	+3.2	307,027	281,645	—8.3
Tacoma, Wash.	1,856,646	2,133,188	2,406,846	+29.6	+12.8	126,966	152,432	+20.1
Tampa, Fla.	2,430,890	2,188,334	2,354,692	—3.1	+7.6	145,656	133,364	—8.4
Toledo, O.	.....	.....	.....	.....	.....	257,660	299,898	+16.4
Toronto, Ont., Can.	8,040,442	7,642,624	7,741,427	—3.7	+1.3	433,202	468,108	+8.1
Tulsa, Okla.	3,267,614	3,497,116	3,523,372	+7.8	+0.8	220,248	230,370	+4.6
Washington, D. C.	11,948,104	13,293,866	13,686,978	+14.6	+2.9	900,786	929,244	+3.2
Worcester, Mass.	4,297,646	4,309,238	4,313,776	+0.4	+0.1	284,256	292,150	+2.8
Youngstown, O.	3,157,691	3,505,882	3,452,892	+9.3	—1.5	260,018	255,164	—1.9
Total	327,800,256	349,115,443	371,196,420	+9.3	+6.3	22,912,988	24,959,452	+8.9

Lineage Shows 6.3% Gain for Year to May 8

Chicago, May 14.—Retail display advertising for this year through May 8, is 6.3 per cent ahead of the corresponding period of last year, a slight increase over the cumulative gain of 6.2 per cent shown at the end of last week, according to the ADVERTISING AGE Index of Retail Activity.

This Index, which tabulates retail display advertising carried by all newspapers in 77 major cities, shows a total for this year to date of 371,196,420 lines against 349,115,443 lines for the comparable period of last year, a gain of 22,080,977 lines.

Only Two Losses Shown

In the seven day period ended May 8, newspapers in the cities measured by the Index carried 24,959,452 lines of retail display against 22,912,988 lines in the corresponding week of 1936, a gain of 2,047,464 lines or 8.9 per cent. This week's gain compares with a gain of only 0.6 per cent registered for the previous week.

Weekly gains have been recorded for 17 of the first 19 weeks of this year, according to the following table showing per cent of gain or loss for each week in 1937:

January 2	— 5.8
January 9	+ 8.5
January 16	+ 4.0
January 23	+ 4.2
January 30	+ 5.8
February 6	+ 8.5
February 13	+ 6.9
February 20	+16.6
February 27	+ 8.3
March 6	+11.5
March 13	+12.0
March 20	+12.9
March 27	+ 7.9
April 3	— 7.3
April 10	+ 0.9
April 17	+11.5
April 24	+ 8.2
May 1	+ 0.6
May 8	+ 8.9

Detailed figures for each of the 77 important cities included in the Index of Retail Activity appear elsewhere on this page.

Not Connected with Southern Guidebook

National Sportsman, Inc., Boston, publisher of *Hunting and Fishing*, reports that its publication has no connection with *Hunting & Fishing In the South*, a publication with controlled circulation in 12 Southern states.

The latter publication, according to National Sportsman, Inc., is a semi-annual tourist guide book.

Special T. W. A. Copy For Lindy Anniversary

Commemorating the tenth anniversary of the historic flight of Col. Charles A. Lindbergh across the Atlantic, Transcontinental and Western Air, Inc., will run special advertisements next week in media regularly used by the company.

Copy will include reproduction of the picture of Col. Lindbergh which is commonly used by TWA and is currently exhibited in its office in the Paramount Building at Times Square.

Claude Taylor Joins Campbell-Ewald

Claude Taylor, Jr., formerly art director, Hutchinson Advertising Co., Minneapolis, has joined the Campbell-Ewald Co., advertising agency in Detroit.

Joseph & Feiss Appoint

Joseph & Feiss Co., Cleveland, have named Lang, Fisher & Kirk, Inc., Cleveland, to direct advertising for Clothcraft Clothes.

TORONTO MONTREAL WINNIPEG LONDON, Eng
GIBBONS KNOWS CANADA
J. J. GIBBONS LIMITED · ADVERTISING AGENTS
REGINA CALGARY EDMONTON VANCOUVER

PLENTY ON THE Ball!
A WSM campaign not only carries a lot of color and audience interest . . .
The power and clear channel coverage of WSM's 50,000 watts hurls your sales message straight across the plate for *more business. WSM Sells.*
National Representatives, Edward Petry & Co., Inc.
WSM 50,000 WATTS
SHOWMANSHIP AND POWER
NASHVILLE, TENN.
Owned and operated by The National Life & Accident Insurance Co., Inc.

HOME-TO-HOME DISTRIBUTING
in 121 Central Illinois cities. Thorough inspection. Intelligent supervision. Ten years experience.
Member Trade Association of Advertising Distributors.
RIEDER'S ADVERTISING CARRIERS
210 North Adams Street, Peoria, Illinois

Association Executives Say AP Case Indicates Advertising is Commerce

(Continued from Page 2)

of America, agreed that advertising is interstate commerce in many cases, but took the viewpoint that operators of outdoor plants are subject only to local or state supervision. Two recent decisions, the Packer case in Salt Lake City and the Foster & Kleiser case in California, developed the finding that the plant operator, merely attaching a poster to a board, is not engaged in interstate commerce, he said.

On the other hand, the advertiser or agency which prepares a poster and dispatches it to the plant operator for posting, is clearly engaged in interstate commerce, Judge Frost believes.

Likewise, newspapers and radio fall into this classification, if any copies of the newspapers or any of the signals of the radio station cross state borders, Judge Frost asserted.

George C. Lucas, National Publishers' Association, and Earle F. Pearson, Advertising Federation of America, likewise expressed the opinion that the AP decision gives a definite court precedent for the conclusion that advertising is interstate commerce, regulable by the Federal government.

"Advertising has actually been under Federal regulation for a long time, as interstate commerce, but advertising men generally have not been aware of it, except those in the mail selling and direct mail fields," declared Thomas Quinn Beesley, executive director, National Council of Business Mail Users.

Doesn't Exercise Powers

"The only reason that advertising men generally have not awakened to the fact, is that the Post Office Department has withheld the exercise of its police and enforcement powers under various laws, in the past three years, because of cases scheduled for hearing in the Supreme Court. These police powers exist in a dozen provisions of the Public Utilities Holding Companies Act, the Stock Exchange Commission Act, and others. Even the Neutrality Act would make advertisers watch their step, in case of wars abroad.

"Since 90 per cent of all advertising passes through the mails, whether in newspapers, magazines, direct mail, or other forms, it gets immediately and automatically into interstate commerce unless it is purely local in character.

"Any regulatory law covering an advertised commodity or product of national distribution, and containing either or both of these provisions, automatically includes advertising in the scope of the regulation, because obviously advertising is one of the chief means of moving goods in commerce.

"In the Associated Press case, the Supreme Court was merely stating this in other terms, when the Court said, as quoted previously *'interstate communication of a business nature, whatever the means of such communication, is interstate commerce regulable by Congress under the Constitution.'*

"This principle has been embodied in postal laws and regulations for a number of years. The Postal Penalty sections of recent legislation are merely extensions of powers the Government has always had.

"Advertising men should grow deeply thoughtful when they read those phrases that make it 'unlawful for any person to transmit, or cause to be transmitted,' any product not duly licensed, and to employ for such purpose 'any letter, postal card, parcel, package . . . circular, pamphlet . . . publication . . . or communication of any kind whatsoever.' The only media left would be outdoor, car cards, and point of purchase advertising, if the product were not licensed by Federal statute and produced in conformity to regulations.

"Article I, Section 8, specifying the Powers of Congress; covers taxes; interstate commerce; bankruptcies; coinage of money: weights and measures; Postal service; use of the highways; copyright; wars; the military establishments and provision for the 'general Welfare of the United States.' Also, it empowers Congress 'to make all laws which shall be necessary and proper for carrying into execution the foregoing powers, and all other powers vested by this Constitution in the Government of the United States, or in any Department or officer thereof.'

Stay Within Limits

"All that Congress needs to do is to stay within the almost boundless limits of this Section, avoid delegating any of its authority to others, define exactly what its intent was in passing a law, and the Supreme Court has little choice except to sustain the law in question, as it did in the Associated Press case, and as the Court has done in dozens of cases long since forgotten that were brought under Postal laws in recent years.

"Advertising is unquestionably interstate commerce. Advertising men and advertisers might as well get used to the brutal truth that Congress is their master."

STRAWS FOR SALES

Tying in with the advent of straw hat season, Ben-Burk, Inc., Boston, calls attention in this new display to the fact that summertime is also the time to drink Old Mr. Boston Gin.

KFEL Appoints Blair

John Blair and Co. has been appointed national spot advertising representative for KFEL, Denver MBS affiliate.

Broad Program Ready for SNPA Conclave Start

Hot Springs, Ark., May 14.—The working arrangement with the Texas Newspaper Publishers' Association and the construction of a newsprint mill in Association territory will be pointed out as significant territorial developments of the past year by James E. Chappell, *Birmingham News & Age Herald*, in his president's address to the Southern Newspaper Publishers' Association at the opening of the annual convention Monday.

Mr. Chappell will emphasize the importance of the alliance with the Texas group in enabling the SNPA to give more effective service to Western members as well as the benefit of additional dues from the increased membership.

Appreciation will be expressed for the efforts of James G. Stahlman, *Nashville Banner*, new A. N. P. A. president; Dr. Herty, and associates who have brought a Texas newsprint mill into actuality and a mill in the Southeast into the realm of distinct probability.

The Convention program following the address by the president will include reports from all the committees as well as a session for advertising topics. This clinic has been arranged by Harry B. Bradley, advertising director, *Birmingham News and Age-Herald*, and George C. Biggers, business manager of the *Atlanta Journal*.

Other sessions on Monday will feature addresses on "News Pictures; What To Do Besides Print Them," by Roscoe Drummond, *The Christian Science Monitor;* "Political Columnists," by Clayton Rand, Gulfport, Miss., president of NEA; "Freedom of the Press," by Giles J. Patterson, attorney of Jacksonville, Fla.; and "Selection of Features," by Roy Roberts, managing editor, *Kansas City Star*. Election of officers will be held Tuesday. The convention will adjourn May 19.

Beer Taps Show Brand

A bill requiring that beer taps display the brand name of the beverage dispensed has been signed by Governor William E. Hurley of Massachusetts.

Cooper Elected

Albert Cooper, editor, the *Shamrock Texan*, was elected president, the Panhandle Press Association at a recent meeting in Amarillo.

"Those stuffed shirts can't bluff us!"

"SOME of these retailers use my trade-mark for bait," he complained. "They advertise my brand, but sell something else.

"I might scare 'em out of it by threatening to sue...but I'll lose a lot of good-will in the trade. What do you National Better Business Bureau fellows suggest?"

We told him that trade-mark work is always delicate and must be handled diplomatically. We said we didn't believe in the "scare" system, but had a method of our own that worked in nine cases out of ten.

"Well—What About It?"

So we got in touch with the offending retailers. At first, their attitude was: "Well...what about it? Those stuffed shirts can't bluff me!"

But as we reasoned with them...showed them that they were hurting themselves by getting people in under false pretenses...they grew more tractable. Said they hadn't looked at it that way before and guessed maybe we might be right.

In the end, they all agreed to quit misusing the other fellow's trade-mark...in their own interests. There wasn't any flare-back, because of the tactful, friendly way in which the thing had been handled. And the manufacturer was delighted.

Many well-known trade-marks are safeguarded by the National Better Business Bureau. And this service is available to any manufacturer.

Your inquiries on other phases of business, advertising and selling will be welcomed, too...whether you are a member of the Bureau or not.

The National Better Business Bureau is a non-profit corporation, deriving its financial support from the voluntary contributions of more than 600 business firms, which believe that business should defend itself against practices that destroy public confidence.

Mail the coupon for the free booklet, "How to Use the National Better Business Bureau."

National Better Business Bureau, Inc.
405 Lexington Avenue, New York City.
Please send me a copy of "How to Use the National Better Business Bureau."

*Name*_____

*Firm Name*_____

*Address*_____

*City*_____ *State*_____

NIELSEN HITS PURCHASE POINT DISPLAY WASTE

(Continued from Page 2)

in use for one day or less. After installation many displays are thrown out almost immediately by competitors' salesmen. Records of poor installation of display material should stir advertisers to action Mr. Nielsen contended, adding that the lithographic industry, which produces display material, should assume a moral obligation in assisting in getting better installation and use.

The speaker pointed out that many national advertisers are overemphasizing large cities and large stores in their plans for display and other promotional services for dealers. Greater variety of service, to enable material of the right kind to be supplied to smaller stores, is an outstanding need. It might even be desirable to cut down on the cost of the material produced for display purposes and spend a larger portion of the display advertising dollar in getting better installation and use at the point of purchase.

Because of the great importance of country general stores in the distribution of many advertised products, special attention should be given, Mr. Nielsen suggested, to the requirements of these stores, many of which sell more goods per store for many classes of manufacturers. Store and counter displays rather than window displays are best suited for this type of retailer.

Gets Ponoco Bureau

Ponoco Mountains Vacation Bureau has placed its advertising with Dorland Advertising Agency, Atlantic City. Eastern newspapers will be used.

BEWARE

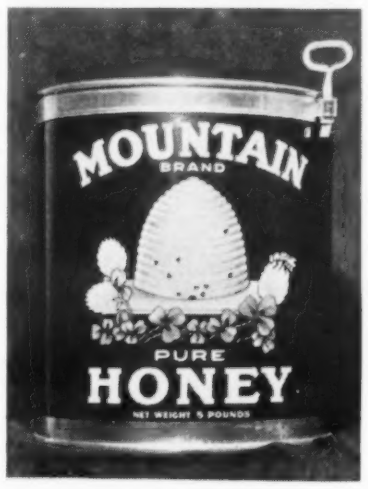
THE 'STAT SALES ARGUMENT OF SPEED: BE SURE THAT'S NOT ALL YOU GET!

RAPID INVENTED SPEED IN 'STATS—BUT RAPID ALSO WHIPS THE PANTS OFF ALL COMERS ON QUALITY—AND YOU WANT THAT.

RAPID COPY SERVICE CO.

6 BRANCHES: NEW YORK, 415 Lexington, 444 Madison, VAnderbilt 3-3680 CLEVELAND, Ninth — Chester Bldg., MAin 9335 • CHICAGO, 110 So. Dearborn, 228 No. La Salle, 360 No. Michigan Ave., STAte 5977

HONEYED WORDS



Gold and red dominate the new label for Mountain Brand, product of Superior Honey Co., Ogden, Utah. The key-top feature of the new package also is aiding sales in the Rocky Mountain area.

QUESTIONS KEY CAMPAIGN PLANS FOR NU-ENAMEL

Chicago, May 12.—Based on a curiosity appeal heavily emphasized in all copy, the latest local consumer campaign of the Nu-Enamel Co. was credited today with producing a 40 per cent increase in sales, as well as offering a unique opportunity for the company to introduce a new line without additional advertising appropriation.

Errol H. Bryan, president of the Illmo division, said nation wide extension of the campaign is planned, with all forms of the advertising to stress the varied appeals of a "Did You Know?" theme which has proven successful in the local test.

The "Did You Know?" questions not only incite reader attention but serve as an effective tie-in for the chief purpose of the campaign in introducing Nu-Enamel's secondary line, Mr. Bryan said. No other brand name is mentioned, but copy emphasizes a complete line for all purses rather than the qualities of Nu-Enamel's higher priced products.

Posters Featured

Posters on elevated platforms, on backs of all bus seats, automobile stickers and elevated and car cards carry such leads as "Did you know that in one of the busiest cigar stores in Times Square a telephone book is thumbed to death in 96 hours?

"Did you know that Greece forbids newspapers to print pictures of girls in bathing suits?"

Each similar query is followed by another which emphasizes one selling point of the products and the all-price range.

Use Spot Radio

A series of spot news flashes over WJJD, 10 to 15 times daily also carries out this theme with the announcer first broadcasting the flash in answer to the "Did you know?" query, then following up with the commercial.

Dealer displays and a variety of novelty advertisements likewise stress the question idea in presenting selling copy sugar coated with oddities and little known facts. All advertising has been handled directly by the company.

I. H. C. to Move

International Harvester Company of America, Chicago, will move to its own building at 180 N. Michigan ave., about Oct. 1, occupying the 14 center floors of the 22-floor structure. The change will force many advertising men to seek new quarters.

G-M Adds College Papers

General Motors advertising is to appear in approximately 400 college newspapers, and *Collegiate Digest*, rotogravure supplement. Agency is Arthur Kudner, Inc.

The Advertising Market Place

The rates for this department are as follows:
"Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 30 cents a line, minimum charge $1. Terms: cash with order.

All other classifications (single insertion rates): ½ in., $2.75; 1 to 3 in., per in., $4.75; 4 to 6 in., per in., $4.50; 7 to 9 in., per in., $4.25; 10 to 12 in., per in., $4.00; 13 to 15 in., per in., $3.75.

Write for descriptive folder of specimen ads and discounts on term insertions.

HELP WANTED

Market research interviewers, experienced, for large national field staff, in places from 2,500 to 250,000 population only. State age, experience, education and amount of time available. Box 1121, ADVERTISING AGE, N. Y.

POSITIONS WANTED

NEED A GIRL FRIDAY?
Young woman (27 years) who has been secretary and versatile assistant to several well known advertising men is seeking a Chicago employer who can use any or all of these attributes: excellent secretarial ability, singular editing talent and production experience unusual for a girl. Now employed and can furnish excellent references from advertising men you know.
Box 1123, ADVERTISING AGE, Chgo.

O. K. I'll come back!
Three years out of the trade paper field is too long for a fellow like me. With an outstanding record for results, I'm ready to go to bat for the right publisher who wants more business from the mid-west territory. Let's talk it over.
Box 1120, ADVERTISING AGE, Chgo.

Young man, now ad. and sales promotion director of midwest industrial, wishes to locate in the East. Eng. grad., 10 yrs. exp. engineering, sales and advertising. What have you?
Box 1119, ADVERTISING AGE, Chgo.

Successful young salesman desires connection with Progressive Sales organization. College graduate, age 25. Learns quickly.
Box 1117, ADVERTISING AGE, N. Y.

AAA1 corporation public relations, publicity specialist (not ego, but self-confidence, backed by record) will consider employment change. He is at
Box 1116, ADVERTISING AGE, Chgo.

SALES PROMOTION
AND
MERCHANDISING EXPERT
Thoroughly experienced in means of creating public interest and increasing sales. Can plan successful selling displays. Good idea man. Former Chain Drug Store Mgr. Can write selling copy. Plan advertising. Live wire. Hard worker. Efficient. Skilled in Drug Promotion. Has promotion ideas to cover all fields. Knowledge of basic problems of merchandising and distribution. Permanent connection wanted with live company or Advertising Agency. Age 32. Reliable. Can live anywhere. Good references.
Box 1124, ADVERTISING AGE, Chgo.

To find the right employe to fill that job, state your requirements in a "Help Wanted" ad in these columns. The 30c per line rate is extremely low and the results excellent. Write to The Advertising Market Place, ADVERTISING AGE, 100 E. Ohio St., Chicago.

POSITIONS WANTED

Copywriter and layout man with extensive merchandising experience desires a permanent connection with an adv. agency or m'f'r. Thoroughly familiar with food and liquor lines. Age 25.
Box 1122, ADVERTISING AGE, Chgo.

SPECIAL SERVICES

EXTREMELY LOW COST
process reproduces direct from your copy without necessity of costly cuts, engravings and typesetting!!
Perfect for all sorts of pictorial sales letters and advertising literature, sales manuals, house organs, bulletins, etc., etc.
300 COPIES (size 8½x11") $2.50
Additional hundred copies 25c
Even lower prices in quantity.
Send for samples.
Laurel Process, 480 Canal St., N. Y.

MISCELLANEOUS

PUBLISHING BUSINESS
Opportunity for a man experienced in publishing and advertising to purchase an established publication with steadily increasing circulation in the electrical field. Should have $10,000.00 or more. Will sell outright, or will consider partnership. Your rigid inspection invited.
Box 1118
ADVERTISING AGE
Chicago

PHOTO POST CARDS
SEND FOR FREE SAMPLES OF OUR NEW PHOTO AD-CARDS. A new and novel idea in selling that brings results. Don't overlook this opportunity for additional profits. Write today.
GRAPHIC ARTS PHOTO SERVICE
3rd & Market Sts., Hamilton, Ohio

The Advertising Market Place is the only classified advertising department of an advertising journal of large circulation which is built to develop complete service for the reader and maximum results for the advertiser.
Write for folder of specimen ads and special discounts for repeat insertions.

The Advertising Market Place
Advertising Age
100 E. Ohio St. Chicago
330 W. 42nd St. New York

San Francisco Club Elects Rogers President

Wilmot P. Rogers, advertising director, California Packing Co., has been elected president of the San Francisco advertising club. Other officers chosen were Walter J. Held, advertising executive, Standard Oil Co., vice-president; Lou E. Townsend, assistant vice-president in charge of advertising, Bank of America, treasurer; and Mozelle Milliken, advertising manager, Hotels William Taylor & Whitcomb, secretary.

New directors are Noble Hamilton, Pacific Coast manager, Outdoor Advertising, Inc.; Al C. Joy, advertising manager, Pacific Gas & Electric Co.; Clifton Mayne, Lewis & Mayne; Ramsey Oppenheim, Oppenheim Publications; and W. Stanley Pearce, advertising manager, Fireman's Fund Insurance Co.

A & S to Gerth-Knollin

The America & Security Corporation, San Francisco, has placed its account with Gerth-Knollin advertising agency, San Francisco. A direct mail campaign will go to insurance agents throughout the country.

Barton to Ferry-Hanly

John K. Barton, for the past eight years a member of the plan and copy department of Ruthrauff and Ryan, Inc., Chicago, has joined Ferry-Hanly Co., Kansas City, Mo., as copy director.

Sue Agency, Ohio Oil on Use of University Song

A Chicago music publishing house has filed suit in Columbus, O., against Byer and Bowman, Columbus advertising agency and its client, the Ohio Oil Co., Findlay, O., asking $200,000 damages for the use of an Indiana University song in connection with football broadcasts sponsored by the oil company.

The music house asks $1 damage for each of the 200,000 booklets distributed which contained parts of the song, "Indiana, Our Indiana." The university is also named as one of the plaintiffs in the action.

Elect Jerome Young

Jerome A. Young, Monarch Life Insurance Co., has been elected president of the Springfield, Mass., Advertising Club. H. F. King, W. F. Remington advertising agency, and M. E. Farber, Albert Steiger Co. were named first and second vice-presidents, respectively. Other officers are: Secretary, R. V. Vickery, the Carter-Rice Co.; assistant secretary, Bertha Siegel, Business Letter Bureau; and treasurer, A. H. Mathews, the Springfield Newspapers.

Delmege Joins Gerst

Leslie Delmege, formerly assistant sales promotion director, the Borden Co., New York, has joined the Gerst Advertising Agency, Cleveland, as radio and account executive.

SWING SELLING

With a swing theme based on the currently popular music type, the six independent oil company members of Independent Refiners Service Corporation, Kansas City, are staging their first major co-operative advertising campaign using newspapers, radio and posters.

Six Refiners Use 'Sovereign Service' Emblem

Wichita, Kan., May 13.—With adoption of a common emblem, "Sovereign Service," to reinforce individual brands of the six component companies, Independent Refiners Service Corporation today launched the first major advertising campaign in its short history.

The association was formed two years ago by a half dozen petroleum marketers, largely non-competitive, for promotion purposes. The initial work consisted chiefly of setting the stage for successful advertising by standardizing and improving service given by retailers, consisting chiefly of "independent home owned stations," to be featured in advertising.

Swing Is Theme

The new co-operative insignia is a yellow and maroon badge, which appears both in advertising and at retail outlets. Copy in the new campaign urges the reader to "swing" to spring motoring with Sovereign Service, "swing" in for Sovereign service, and so on. Radio, newspapers and posters carry these messages, placed by Potts-Turnbull Advertising Co., Kansas City.

Companies making up the association are Derby Oil Co. and Vickers Petroleum Co., Wichita; Eldorado Refining Co., Eldorado, Kan.; Kanotex Refining Co., Arkansas City, Kan.; Rock Island Refining Co., Duncan, Okla., and Eason Oil Co., Enid, Okla.

New Hoaglund Quarters

Jessamine G. Hoagland, public relations and advertising, has taken larger quarters at the same address 310 S. Michigan ave., Chicago.

A FINE HOTEL
in the
GRAND CENTRAL ZONE
Opposite the Waldorf-Astoria

Single, $4 . . . Double, $6
Featuring two-room suites from $8 daily. Serving Pantries. Electric Refrigeration.

Special monthly and yearly rates

Excellent Restaurant
and
Duplex Cocktail Lounge
Air-Conditioned
Music during Cocktail and Dinner Hour

The Beverly HOTEL
125 EAST 50th ST.
WM. A. BUESCHER, Manager
NEW YORK

WINDOW SURVEY SETS STAGE FOR BROAD RESEARCH

(Continued from Page 1)

view of the necessity imposed for equal treatment of all retailers under the Robinson-Patman act, is that when the technique developed in the window display research for the measurement of circulations is applied, it will be possible, in the event that allowances are made for window display space, to employ an equitable method based on actual measurement of the circulations available.

The objectives of the national window display study were described by Dr. McClintock in his talk as follows: (1) a scientific procedure for the circulation measurement of window display advertising space; (2) factual information regarding the retail trade structure of normal markets and, on the basis of such facts, the development of principles for proper distribution of window display advertising; (3) cost data on a measured circulation basis.

In order that the results might be representative of general conditions throughout the country, 19 laboratory cities were covered in the investigations. These represented New England, the Middle Atlantic states, the South Atlantic states, the Midwestern states, the Northwestern and the Southwestern states. In general, the investigations were restricted to cities of moderate metropolitan size, the largest included being Providence, R. I., with a population of 252,000. The cities were selected in such a manner as to be representative of various types of marketing conditions, various types of trade structure and various characteristics of population.

Something of the breadth of the studies in the nineteen laboratory cities may be indicated by items from the operating data. The individual movements of more than 2,000,000 people were checked in the field. Through formulae developed during the course of the research, these actual field observations were converted into statistical totals accounting for approximately 49,000,000 personal trade movements. More than 21,000 retail trade outlets were recorded and of these 16,500 were subjected to complete analysis.

Want Circulation Evaluation

The finished report is now in the hands of the Joint Window Display Committee and will shortly be presented to the Foundation for final approval and release. The supervisors and the members of the staff have had complete freedom in the prosecution of the studies and the most cordial cooperation from the sponsoring groups, Dr. McClintock asserted. Except for editorial changes in which the staff concurs, the report will go to the Foundation for release in substantially the form in which it was drafted.

It has long been recognized by those affiliated with this research that, while circulation evaluation of window display advertising was the primary objective, the results would inevitably have much wider implications. This anticipation has been borne out in the final report. It is believed that the technique used and the results obtained open an opportunity for a much more valid and realistic appraisal of the entire point-of-purchase problem than has been possible heretofore.

For the laboratory cities studied, the research has attempted to make a complete statistical breakdown of all essential factors having a bearing upon the efficiency of window display advertising. Thus studies are presented showing population distribution, population buying power indices, traffic flow maps by various means of transportation, the distribution of retail trade outlets of all classifications, and the grouping of outlets into geographical trading areas.

It is upon this structural grouping of trade outlets that the circulation evaluation and principles for window display distribution have been based. The study develops several intensities of market representation by window display advertising. Minimum representation provides for one display space in each identifiable part of the market structure. Under normal conditions, the daily circulation of such a display will equal approximately 25 per cent of the population of the market.

Reaches 50% of Market

The next degree of market representation provides for two display spaces in each identifiable part of the trade structure and this representation normally develops a daily circulation equivalent to approximately 50 per cent of the population of the market. Additional intensities of window display advertising are provided in the principles set forth. Curves and tables for the guidance of the advertiser in achieving balanced distribution and developing a desired circulation are provided for immediate application.

The research has been under the general direction of a joint Window Display Committee headed by Turner Jones, the Coca-Cola Company, representing the Association of National Advertisers. The lithographic and related industries have been represented by a special committee under the chairmanship of Ralph Thomas, Forbes Lithograph Company, Boston. The Advertising Research Foundation has been represented by a sub-committee headed by H. K. McCann, McCann-Erickson, Inc.

Another interesting feature of today's meeting was a talk by L. Rohe Walter, advertising manager of the Flintkote Company, New York, who described the advertising program of his company. He emphasized the importance of color in building material advertising, and said that people want quick, clear visualizations rather than symbolic presentations. The style appeal is also capable of employment even in selling roofing materials.

There is real economy in the use of quality materials in sales promotion, he said, urging the use of good art and typography in the preparation of letterheads as well as other sales material. He said that the special efforts made in the production of 4-color letterheads for dealer sales promotion had made a big hit with Flintkote dealers.

Mr. Walter urged sales representatives of the graphic arts to act more as counselors to the advertiser than mere order-takers. He likewise criticized some other sales methods of suppliers of printed material, such as presenting Christmas gifts of undue value to prospects, a habit which he referred to as "pernicious."

Alfred E. Rode, president of the Lithographic Technical Foundation, reported continued progress in research in this field, and predicted that color reproduction will ultimately be revolutionized as the result of the discoveries which the foundation is making.

Hits Production Control

George E. Sokolsky, well-known writer and speaker on labor subjects, told the convention at the opening session Tuesday morning that the apparent objective of the national administration, to control production, means the elimination of the freedom of action on which progress in America has been based.

"The capitalistic system," he asserted, "is not primarily a profit system, but a system under which the individual has freedom of initiative and freedom to take the risks which are necessary to the development of new inventions and new enterprises. Production control means a static society, in which the larger units have a practical monopoly of their share of the business. That stifles improvement and cuts off the opportunity to develop new things and create the new industries which have been responsible for the progress recorded in this country."

The extreme program of labor legislation to which the national government, followed by many state legislatures, seems committed, was declared by Mr. Sokolsky to be so one-sided in character as to be certain of ultimate failure. He predicted that in the future the labor battle will be primarily between the skilled workers in the craft unions and the unskilled workers marshaled in the all-industry unions of the CIO type.

C. B. Larrabee, managing editor of *Printers' Ink*, spoke on the equipment of packaging information and ideas needed by the salesman of lithography in order to serve buyers who are less interested in the technical phases of production than in getting results from changes in their packaging programs.

One of the features of the convention was a display of material assembled by the educational committee, under the direction of J. C. Menkin, its consultant advisor. Scores of business journals in the advertising, industrial and trade fields were represented in the exhibit, which showed a great increase in interest in lithography and its products as the result of the cooperative work of the committee.

TEA PROMOTED FOR SUMMER HEAT RELIEF

Opening a summer keep-coal-through-tea campaign, this poster was created for the Tea Market Expansion Bureau by William Esty & Co., New York. Lithography was by Strobridge Lithographing Co., Cincinnati.

Pittsburgh Dairy Council Names Ketchum, MacLeod

The Pittsburgh District Dairy Council has appointed Ketchum, MacLeod and Grove, Inc., Pittsburgh agency, for a campaign designed to increase milk and ice cream sales.

Producers in Western Pennsylvania, West Virginia and Ohio areas comprise the Council.

Bell, Publisher of 'Homecraft', Dies Suddenly

Chicago, May 13.—Douglas H. Bell, president of General Publishing Company, publisher of *Popular Homecraft*, died yesterday at his home at 2028 Lincoln St., Evanston, after a brief illness. Mr. Bell, who was connected with the paper since its establishment in 1930, was 56 years old.

He was one of the founders of *Advertising Agency*, but disposed of his stock in that paper recently in order to devote all of his time to *Popular Homecraft*.

McGUCKIN DIES

Philadelphia, May 10.—Eugene McGuckin, who formerly conducted an advertising agency here, died suddenly yesterday of a heart ailment. Fifty-six years old, he was formerly secretary of the old American Advertising Association.

J. R. WILLIAMS DEAD

Knoxville, Tenn., May 8.—John R. Williams, who made the unusual transition from successful advertising agent to equally successful publisher, died here Thursday of heart trouble.

Mr. Williams, who was 64 years old, organized the first widely known advertising agency in Knoxville. Later, he became publisher of the *Appalachian Journal*, and labored incessantly for establishment of the Great Smoky Mountains National Park. He was also an ardent supporter for the TVA.

DEATH TAKES McCANNA

New York, May 11.—Benjamin T. McCanna, promotion manager of *Collier's* and veteran in the newspaper and magazine advertising field, died at his home here last week. He was 37 years old.

Mr. McCanna, before joining *Collier's*, was promotion manager of *Liberty* and the *Chicago Tribune* becoming promotion manager of the latter at the age of 23.

Dealers Fight Roosevelt Ban on Price Bill

(Continued from Page 1)

of Errors and Appeals today handed down a unanimous decision confirming the validity of the New Jersey trade-mark price act, which permits manufacturers to fix minimum resale prices for trade-marked goods.

The decision, reversing the ruling of Vice Chancellor Stein, was made on appeal by Johnson & Johnson, New Brunswick, N. J., seeking an injunction against Weissbard Bros., operators of a chain of drug stores, who had refused to observe minimum prices fixed by the manufacturer.

The trade-mark act validates price-fixing contracts between manufacturers and retailers, among others, where there is fair and open competition with other commodities in the same general class.

Camp Appointed

The Carnegie-Illinois Steel Co., Pittsburgh, has appointed Walter E. Camp as assistant manager of public relations.

STOP
The Gasoline Retailer
DEATH

ADVERTISE WHERE AND WHEN INDUSTRY'S BUYERS BUY

STARTED MAY, 1933 (MEMBER CCA)

IEN is unique and alone in its field . . . as the only service available devoted exclusively to product descriptions . . . hence . . . its obvious recognition and use by more than 48,000 men in industry as the *spot to look for* their current needs . . . *Result?* . . . advertising *action* that cannot be equalled . . . Cost? . . . $79 to $85 an issue . . . Details? . . . ask for the "IEN Plan."

Thomas Publishing Co., 461 8th Ave., New York

Only A. B. C. member in its class

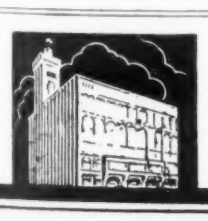
THE BUYERS' MASTER KEY TO ALL AMERICAN SOURCES OF SUPPLY

COLLECTIVE CATALOGUE AND COMPLETE DIRECTORY

10,261 ADVERTISEMENTS

by 2987 Advertisers in the 1937 Edition (27th Annual). The Top Record for All Time for All Trade Publications —Rarely, If Ever, HALF Equalled by Any Other.

An outstanding patronage built upon an equally outstanding record for volume production of buying inquiries of high sales potential, at lowest cost.

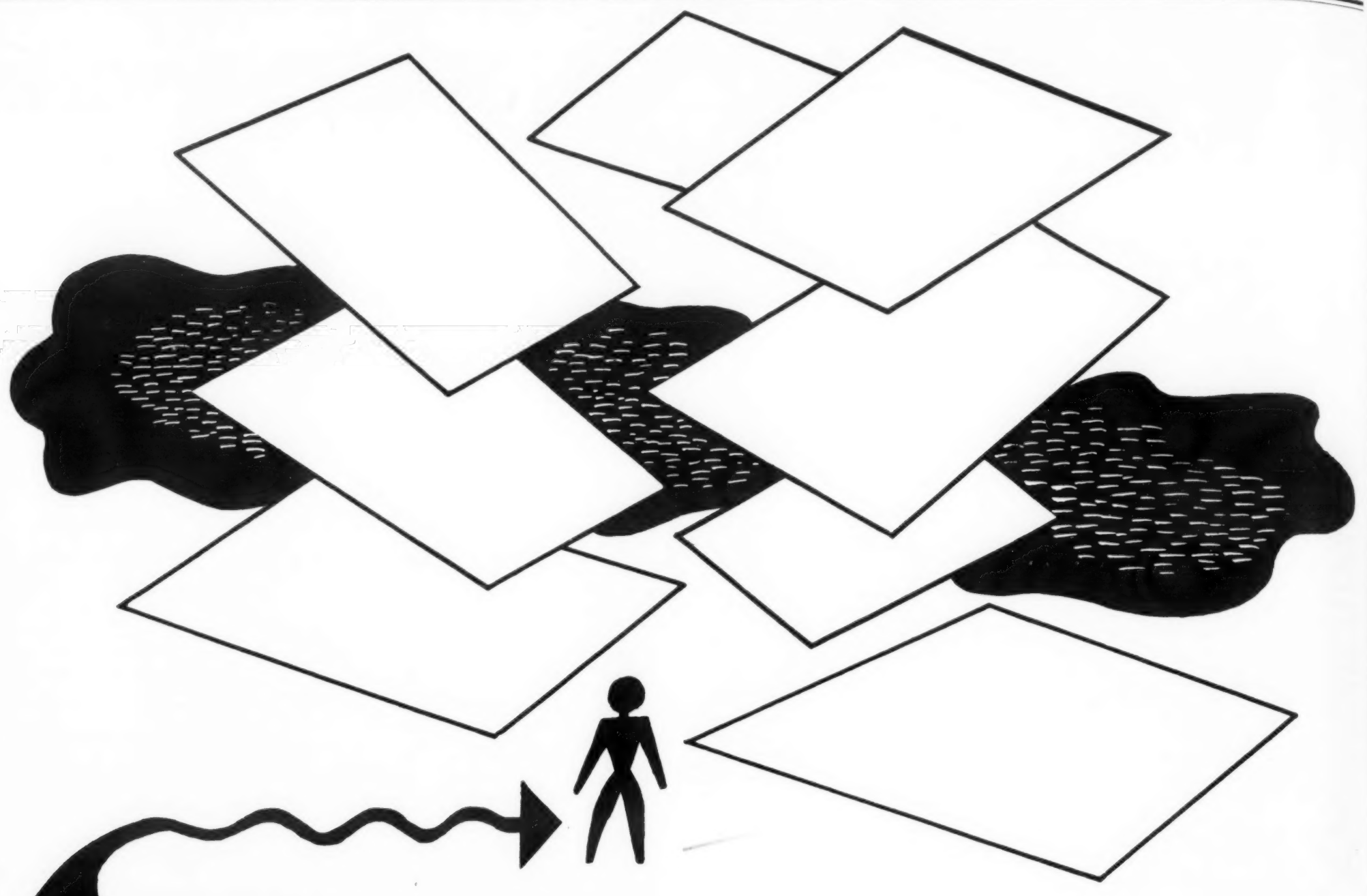


AUDITORIUM
HOTEL RATES
Now from $2.

Just think-you can now enjoy the comfort and luxury of the Auditorium Hotel for as little as $2. a day for a room without private bath or from $2.50 a day with private bath. A splendid location—every convenience—in an atmosphere of luxury at low cost.

George H. Mink, *Manager*

MICHIGAN AVE. AT CONGRESS
CHICAGO



What will the campaign do for the dealer?

Factory conferences over advertising are but preludes to those held by salesmen over retail counters.

The kind of advertising dealers like is the kind that works in their own communities.

To sell consumers in localized markets, retailers depend more on newspaper advertising than on any other form of advertising.

No other medium equals the newspaper's known capacity to sell all kinds of merchandise. In key markets, where other media thin out, newspaper coverage is virtually a necessity.

The newspaper generates immediate buying action. Its selling pressure is easily adjustable to market potentials. Its flexibility permits hair-trigger sales strategy.

Because it has the intensive and effective influence which today's selling operations in localized markets require, the newspaper is the salesmanager's advertising medium.

The way to increase your Chicago sales is to schedule more of your advertising for the Chicago Tribune.

Practically as many metropolitan Chicago families read the Tribune as read any two other Chicago newspapers combined. Its full-market coverage penetrates all buying classes —regardless of income, age or social status.

The Tribune is Chicago's first newspaper. It is first in circulation, first in advertising volume and first in results.

The cost of concentrating selling effort on Chicago's largest newspaper audience is low. Per hundred thousand readers, Tribune rates are among the lowest of all publications in America.

CHICAGO TRIBUNE

WORLD'S GREATEST NEWSPAPER

THE SALESMANAGER'S MEDIUM

Tribune Tower Chicago
220 E 42nd Street, New York
5-167 General Motors Bldg., Detroit
820 Kohl Bldg., San Francisco

PHOTOGRAPHIC REVIEW OF THE WEEK

PEARLS FOR THE PUBLIC PROMOTED

This illustration dominates new national magazine and business paper copy for Heller Deltah Co., New York, designed to educate the public on moderately-priced cultured, as compared with "heirloom" pearls. Copy is being handled by B. D. Iola Co., Inc., New York.

LEADERS OF NEW FLINT ADVERTISING AND SALES CLUB

These men hold the reins of the new Flint, Mich., Advertising and Sales Club: Edward Joslovitz, (left) The Fair Department Store, secretary; Thomas Wolcott, Walker & Co., second vice-president; Thomas H. Corpe, Buick Motor Co., president; Earl F. McGinnis, AC Spark Plug Co., first vice-president, and Fred Elliott, Jr., Citizens Commercial Bank, treasurer.

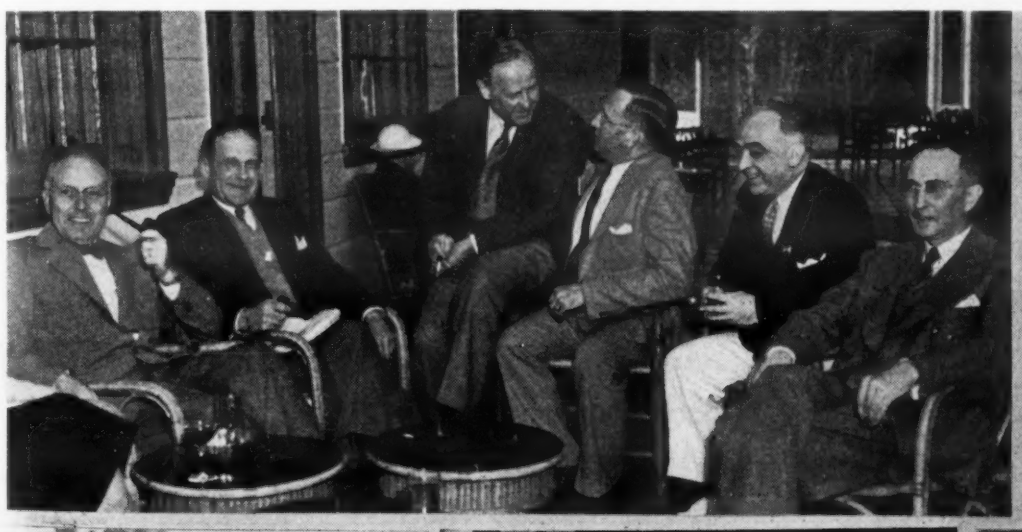
SHADOW POWER

Unusual display effect was gained simply at this roadside restaurant near Anna Maria, Fla., when the proprietor took advantage of the reflectability of the white stucco walls and used the natural beams and a powerful lantern to create this attention-getting shadow effect.

PHOTO MURALS GIVE SALES STIMULUS

The Caterpillar Tractor Co., Peoria, Ill., has added artistic sales stimulus to its factory display room with a series of giant photo murals depicting actual tractor operations. Kaufmann and Fabry Co., Chicago, produced the murals.

LITHOGRAPHERS HAVE HAPPY, PROFITABLE TIME DURING L. N. A. CONVENTION AT THE GREENBRIER



'Round two tables, these L. N. A. members (top row, left) enjoy a convention interlude: R. W. Thomas, sales manager, Forbes Lithograph Mfg. Co., Boston; A. R. McCandlish, McCandlish Lithograph Co., Philadelphia; LeRoy Latham, Latham Litho. & Printing Co., Long Island, N. Y.; D. C. Ozman, Chicago Cardboard Co.; P. G. Watts, Chicago Cardboard Co., and G. W. Gall, Western Lithograph Co., Los Angeles.

This interesting L. N. A. threesome includes Thomas A. Moellman, (left) Continenital Lithograph Corporation, Cleveland; C. D. German, National Lithograph Co., Washington, D. C. and Carl G. Moellman, Continental Lithograph Corporation.

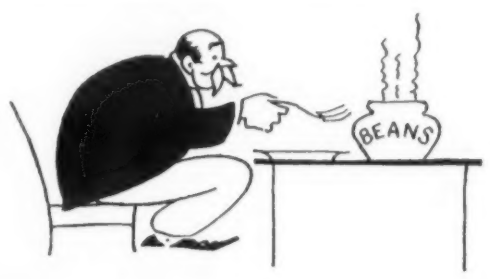
The candid cameraman found Charles P. Schmid, president, Trautman-Bailey & Blampey, New York (bottom row, left): W. G. Walters, Eastern Sales Manager, U. S. Printing and Lithograph Co., and Gen. William Ottman, vice-president, U. S. Printing & Lithograph Co., and new president of the L. N. A., in a jovial mood.

Congenial convention atmosphere also was evidenced by Hal Johnston, vice-president and sales manager, Stecher-Traung, Rochester, N. Y. and Stanley White, L. N. A. cost department.

This between-sessions moment proved highly enjoyable for J. Stiefel, Chicago office manager of the L. N. A. (standing left): J. C. Menkin, L. N. A. consultant editorial department director; G. P. Sauer, Phillip Lithographer Co., Milwaukee; Arthur Goes, president, Goes Lithograph Co., Chicago; (sitting left): John Devine, general manager, Fuchs & Lang, New York; Mrs. James Strobridge and Mr. Strobridge, vice-president, Strobridge Lithograph Co., Cincinnati. Miss Grace Cantwell, L. N. A. New York employment bureau. (Stories on pages 1 and 2.)

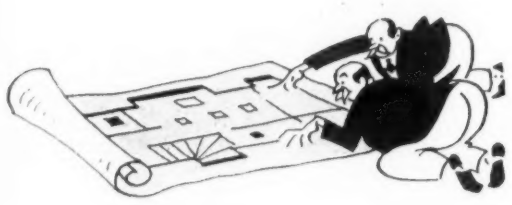
FACTS-OF-THE-MONTH

To those who sell cruises, mountain views, music, soups, summer suits (or any of the conveniences Best Customers want and buy) TIME offers the month's new facts. Like previous facts, the new ones direct advertisers to TIME for Best Coverage of their Best Markets . . . The facts:

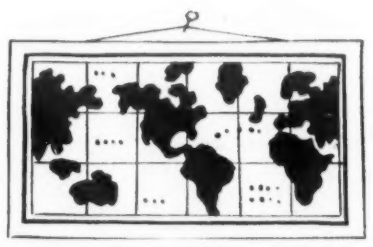


ABOUT CIVIC LEADERS: Of 402 members of the Boston Chamber of Commerce who voted on their first-choice magazine, 116 named TIME. TIME was first, followed by Reader's Digest.

ABOUT DEPARTMENT STORES; I: Asked to name their first-choice magazine, 183 top executives in U. S. leading department stores replied, voting TIME into first place with 91 votes (50%).



ABOUT DEPARTMENT STORES; II: *Retailing,* March 15, listed modernization projects scheduled for seven big retail stores. Total expenditures: some $4,000,000. Of the 83 listed executives of these organizations, more than half subscribe to TIME.



ABOUT TRAVEL AGENTS: 419 of them replied to a questionnaire asking "Which magazines do you read most regularly, most carefully?" 201 named TIME, thereby putting it at the top of the list, 69 votes ahead of the second magazine.

ABOUT HOLLYWOOD: Columbia Pictures recently requested that dummy issues of TIME be substituted for the six weekly copies they have been buying for use on sets. Reason: "These magazines are so popular it is almost impossible to keep them around, as extras, laborers, etc., stick them in their hip pockets and take them home."

TIME

The Weekly Newsmagazine

CARRIES WEIGHT